

**THE
MACARONI
JOURNAL**

**Volume XIII
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**November 15,
1931**

The Macaroni Journal



Minneapolis, Minn.

November 15, 1931

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Loyalty and Cooperation

Conditions in the Macaroni Manufacturing Industry are admittedly subnormal, but unquestionably things would be much worse except for the stimulating and beneficent influences of the National Macaroni Manufacturers Association.

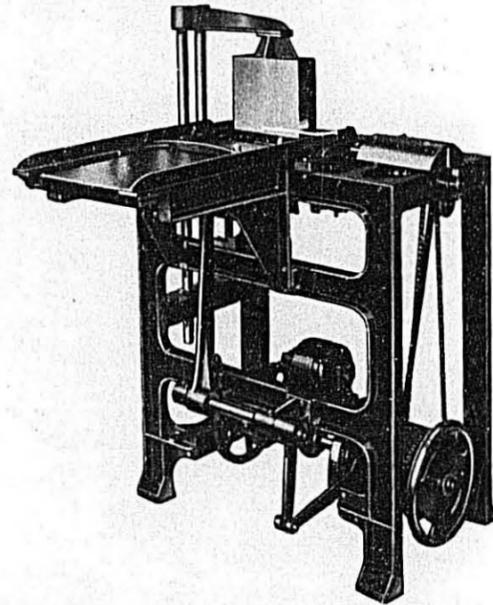
Always has it striven to promote a better feeling of cordial relationship between individuals and zealously has it guarded the rights of manufacturers without encroaching on the rights of others.

In this noble objective it should have the unstinted support of every good thinking well meaning manufacturer. May this never be denied this friendly, unselfish and helpful organization.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

For Sensible
Cost
Reduction

PETERS
JUNIOR
FORMING
& LINING
MACHINE



DEPEND upon Peters! This has become a slogan with manufacturers who look for the newest, the best, the most efficient forming and lining machines. And Peters has proved its ability to live up to this trust again, in the designing of the Junior Forming and Lining Machine.

Efficiency is the watchword of this new machine, which produces formed and lined cartons at the rate of 35 to 40 per minute. In accordance with economy, the Junior requires but one operator. A special feature is quick adjustability, so that the machine produces different sized cartons almost on a moment's notice. Only a small additional cost is required to secure the necessary forms and blocks to make these quick changes possible.

Completely formed and lined cartons are delivered automatically to any conveyor from where they may be diverted to a packing table or filling unit. Automatic coding or dating devices may be incorporated on the machine when desired.

The fine service you have learned to expect from Peters Machinery is given 100% by the Junior Forming and Lining Machine. Inquire further.



Peters Machinery Co.

GENERAL OFFICE AND FACTORY

4700 Ravenswood Ave., Chicago, U. S. A.



One Man That No "Depression" Could Depress

A lot of macaroni manufacturers, and others, complain about "hard times" and "depression," and accept their defeats as if the whole world was pitted against them, and even nature itself was engaged in one diabolical conspiracy to crush their hopes, and smother their worthiest ambitions.

Before we surrender to the "inevitable," brothers, let's take a look at the record of another fellow who stood an endless "depression" for more than half of his life . . . and won out gloriously in the end!

When this fellow was a young man, just getting a foothold, he ran for the legislature in Illinois, and went down to ignominious defeat.

He next entered business, made a gloomy failure of that, and spent *seventeen years* of his life paying up the debts that were incurred by a worthless partner, who betrayed his trust and confidence, and left the burden of his wrong doings on the shoulders of the man who was the "goat."

Then our "hero" fell desperately in love with a girl, to whom he became engaged. The girl had been in love with another fellow, who had deserted her. She was almost life itself to our "hero," and he worshiped her. Shortly before the date set for their marriage, she died . . . and his heart was all but broken. But somehow he managed to weather the storm . . . and kept grimly on.

Entering politics again he ran for Congress, and was again defeated. Though the odds seemed all against him, he tried to get an appointment to the United States land office, and again failed. Seemingly there was no place in the world for him!

A few years passed, full of ups and downs, and he became a candidate for office again . . . this time the United States Senate. His defeat was sweeping and would have crushed a man of less stamina.

Grimly pushing forward, he tried his luck at a still bigger office . . . the office of vice president of the United States. He was again defeated.

Two years later he "bucked the line" again, for presidential honors, and was swept aside. But nothing could down him!

One failure after another dogged his footsteps—great, heartbreaking failures that would have ground a lesser man under heel, and utterly crushed him. In the face of these "outrageous shafts of fortune" he kept on . . . everlastingly at it . . . until he became the greatest man in America . . . in the whole world, in fact, and the spirit of his great purpose; his unwavering determination in the face of awful odds flames out as a beacon of hope to all mankind.

His heart must have bled under the crucifying ordeals that were his portion for many years, and he drained the cup of hemlock to its bitter dregs, again and again. Few of us have trials to face as great as he did.

So, good friends, when you feel inclined to lament your "hard luck" in these times of economic "depression"—read this little record of a man who "stood the gaff"—and your passing troubles will fade. Clip this from the magazine, and put it in your note book, scrap book, bank book, or hat band, and read it when the "arrows of outrageous fortune" assail you.

For the man of whom you have been reading was none other than our old friend, *Abraham Lincoln*.

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Make Sure of Steadier Profits by

Using a Semolina ★ ★ That Is Always Uniform

WHEN you use Two Star No. 1 Semolina, you are protected against fluctuations in color and strength. Your profits are steadier. Your customers are better satisfied.

Many users of Two Star No. 1 Semolina ask us how we keep it so uniform. A trip through our improved mills and our completely equipped laboratories will clearly explain why Two Star No. 1 Semolina has won the reputation of being a dependable producer of quality macaroni and macaroni products.

Before any carload of Durum Wheat is accepted at our great storage elevators, it is thoroughly tested and graded for color and protein strength. Our accurate testing and milling methods and our immense storage capacity leave little possibility of any fluctuation in the rich, amber color, excellent flavor, and high gluten content of Two Star No. 1 Semolina.

Safeguard yourself against fluctuations in your profits by using a semolina that is absolutely uniform. Two Star No. 1 Semolina is as dependable as the stars.

★ ★ TWO STAR SEMOLINA

Milled by
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

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

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Number 7

Campaign Closes--Association Carries On

Realizing the futility of continuing its cooperative advertising and merchandising campaign under the adverse conditions existing in the macaroni manufacturing and other trades and recognizing the ineffectuality of any activity that lacks united support on the part of the entire membership, the National Macaroni Manufacturers Association in special meeting assembled last month in Chicago voted unanimously:

First—To terminate the four year national cooperative advertising and merchandising campaign of macaroni products.

Second—To cancel all future obligations to the national macaroni advertising funds and to return all unmatured notes and pledges as soon as the activity can be properly closed on completion of contractual obligations.

Third—To continue the National Macaroni Manufacturers Association as heretofore, on a basis of dues to be assessed on plant capacities and effective Jan. 1, 1932.

Since the annual meeting of the organization last June there has arisen a state of unrest among a part of the membership, principally among a group that found it very difficult to meet obligations to the advertising fund. No fault was found with the direction or management of the advertising campaign but the feeling grew that the activity was inopportune under existing business condition. Seeking relief from their obligations to the trade promotion program, the group referred to asked and were granted a special hearing at a special meeting on the above results.

While it is unfortunate that the well planned and ably executed macaroni advertising and merchandising campaign is to be brought to an abrupt close just when it was gathering momentum, making its beneficial influences felt among the contributing trades and arousing the desired interest in macaroni products on the part of the American consumers, there apparently was no other road to take. The activity had been its death blow when a receivership was asked for the contrary to the wishes of those most interested and concerned.

A lengthy resolution—one that reviews the whole activity from its inception in 1929, its realization in the spring of 1930, the 1930-1931 high class magazine advertising program, the 1931-1932 newspaper advertising schedule so disastrously disrupted on the very eve of its launching through the unexpected and wholly unwarranted request of the agency in receivership, the well planned merchandising activities

of the Association, the Board of Advertising Trustees, the individual manufacturers, newspapers, jobbers, wholesalers and the allied trades—was presented by the Board of Directors embodying the above-listed points. This was done after much thought and study, taking into account the state of mind created by recent developments and the general business conditions. With some slight amendments the resolution was unanimously adopted as expressive of the prevailing opinion of the majority of the members.

To keep faith with the members who had entered wholeheartedly into the spirit of the campaign, especially those who had at much expense prepared a parallel program of merchandising, and to keep faith also with the newspapers and other advertising mediums of the country which had done much advance missionary work among readers and distributors, it was very fairly and properly agreed to expend part of the advertising funds on hand for a series of five advertisements as planned in approximately 325 newspapers starting October 16 and closing the middle of December this year, then to prorate the unexpended balance to the subscribers.

Thus will come to a close the most outstanding program of trade promotion ever sponsored by the macaroni manufacturing industry anywhere in the world. In effect a little more than a year, it has done much good as time will prove and it promised to do immensely more had it been supported as fully and cheerfully as it deserved. It has been a wonderful experiment and from it both the association and the individual manufacturers have gained invaluable experience from which the whole trade will unquestionably benefit.

The members assembled decided rightfully and very properly to "carry on" the work of the National Association minus the advertising activity. There is much that may be accomplished through cooperation in such an organization and the concentration of efforts in a national trade association, one that has served faithfully the macaroni manufacturing industry for more than a quarter century.

Many have been the expressions of friendliness to the National Association even among those who sought to close out the publicity campaign. The test comes now when volunteers are expected to help support the organization, morally and financially. The membership roll after January first 1932 will indicate what macaroni manufacturers are really and truly Association minded—the Macaroni Volunteers.

» Historic Action at Special Meeting

Macaroni manufacturers and allied tradesmen made macaroni history at the special meeting of the National Macaroni Manufacturers Association held on Oct. 27, 1931, at The Palmer House, Chicago. One hundred and two members were represented in person or by proxies. Unanimous action marked all decisions arrived at.

The special meeting was presided over with the utmost impartiality by President Frank L. Zerega who after making



Frank L. Zerega, whose neutral attitude in handling a difficult situation earned for him the commendations of all who attended the special meeting of the National association last month in Chicago.

some brief remarks asked Secretary M. J. Donna to read the official call for the special session. Action taken on the first 2 points in the call is embodied in the following resolutions unanimously adopted by the meeting:

WHEREAS, by action of the Board of Directors taken Feb. 11, 1930, a 4 year advertising program was provided for, a Board of Advertising Trustees was appointed and certain contracts were signed between the National Macaroni Manufacturers Association, the Millis Advertising Company of Indianapolis, the Acorn Finance Corporation of Indianapolis, the People's State Bank of Indianapolis and the 7 Durum Millers, wherein are defined all the duties and privileges of the several parties thereto; and

WHEREAS, in pursuance of this action and these contracts a campaign for funds was immediately conducted by which a total of \$1,371,227.52 was secured in cash, pledges (secured by notes) and contributions, and

WHEREAS, the Board of Advertising Trustees, duly appointed in conjunction with the Agency and the approval of this Board, managed and directed the advertising and merchandising program from April 14, 1930 until Sept. 10, 1931 (complete records of the conduct of the campaign during this period being now filed with this Board as a record of its management), and

WHEREAS, on Sept. 10, 1931, the Millis Advertising Company applied for and was granted by the Superior Court of Indianapolis a Receivership without notice for the National Macaroni Manufacturers' Campaign Fund, a copy of the complaint being attached to this resolution, and

WHEREAS, this unexpected and wholly unwarranted action on the part of the Agency, taken as it was only a few days before the date set for the beginning of the 1931-1932 advertising campaign in the newspapers, did

irreparable damage to the entire program, tying up the funds, making it necessary to delay the beginning of the year's advertising, requiring negotiations between all the parties to the original contracts which necessarily consumed much time, and in short jeopardized the continuance of the program, and

WHEREAS, these things, plus the difficulty of conducting so extensive a program under present business conditions and the sentiment which has developed through a portion of the membership of the Association, have brought the membership of this Board to the unanimous decision that the advertising campaign should be brought to a close as soon as possible, and

WHEREAS, a certain contract of compromise and settlement has heretofore been entered into by and between the parties to the said original contracts covering said natural advertising campaign including Millis Advertising Company and Acorn Finance Corporation. Therefore, be it

RESOLVED, that the Board of Directors of the National Macaroni Manufacturers Association recommends to the membership of the Association all of whom have participated in the 4 year national advertising campaign, that at the Association meeting to be held on Oct. 27, 1931, the members vote to discontinue the advertising campaign except insofar as the continuance thereof is provided for by the contracts of compromise and settlement with Millis Advertising Company and Acorn Finance Corporation heretofore executed; (this exception, however, to be subject to the right of the committee, hereinafter provided for, to report any criticisms of said compromise and settlement);

That a committee of 3 members of the Association consisting of Messrs. Patrono, La Marca and Tharinger be appointed, with authority to examine and report to the Association on all actions heretofore taken in connection with the campaign and said compromise and settlement;

That as soon as possible all unmatured notes be cancelled and returned to the makers thereof;

That all members of the Association be treated equitably in the settlement pursuant to this resolution and that any funds remaining after the carrying out of the provisions of this resolution have been complied with, be prorated among the subscribers to said fund.

ACTION ON ABOVE RESOLUTION: Unanimously approved by Board of Directors by following vote: Ayes—Hoskins, Brown, Tharinger,



R. B. Brown, author of the resolution that was unanimously adopted by special convention to terminate the cooperative advertising campaign so efficiently handled by the Board of Advertising Trustees, of which he is chairman.

Gioia, Vagnino, La Marca, Golden, Ravarino and Rossi. (President Zerega presiding, also voiced approval.)

Nays—None.

Adopted unanimously by a roll call vote at special meeting of the National Association on Oct. 27, 1931.

On the third point, the matter of dissolving the association, no motion to the effect having been made, Director John Ravarino presented a resolution which laid plans for the continuance of the



John Ravarino, association Director who favored a reorganization of the dues schedule of Active and Associate members to enable the National association to continue determinedly its cooperative work, promotion and betterment work.

organization on a new dues basis. This resolution unanimously adopted by viva voce vote, reads as follows:

WHEREAS, the opinion generally prevails that there is greater need than ever for a strong organization in the Macaroni industry to protect and promote the best interests of the trade, and

WHEREAS, action taken at this meeting (Oct. 27, 1931) necessitates not only an expression of confidence in the National Macaroni Manufacturers Association but also changes in our laws to make its continuance possible, therefore, I would move

1—That this meeting go determinedly to record as favoring the continuance of the National Macaroni Manufacturers Association as the representative of this industry in matters looking for development, and

2—That the following changes be made in our Constitution and By-laws to enable us to carry out the above named aims and purposes:

a—Change Section 1, Article IV Membership Eligibility by eliminating the provision added at theagara Falls Convention, June 1930, thus making said Section read as printed in our By-laws.

b—Change Section 2, Article XII Revenue to read as follows: Clause A—ACTIVE MEMBERS shall pay annual dues based on plant capacity as per the following schedule:

Class "A"—Over 100 barrels of capacity \$200 a year.
Class "B"—From 25 to 100 barrels of capacity \$100 a year.
Class "C"—Under 25 barrels of capacity \$50.00 a year.

(Note—The annual dues of Associate Members were continued on the old basis of \$100 a year.)

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The resolution was unanimously adopted by the meeting. All present members were urged to manifest their loyalty by continuing to give the National Association the needed membership support and to do all in their power to get other manufacturers and allied tradesmen to volunteer their support and membership to the organization.

As under the old laws of the National Association membership was made coincidental with subscriptions to the macaroni advertising campaign, memberships of the organization would end with the expiration of that activity. All firms which paid their June 5 acceptances have

their dues paid to the end of 1931. Under the laws as amended by Director Ravarino's resolution firms must sign by their intentions of continuing as members and designating the class in which each rightfully belongs.

Though there were several wordy tilts between manufacturers on a few points, the meeting as a whole was very friendly and harmonious. All left with the feeling that everyone had acted in good faith, that the cooperative advertising campaign was a wonderful and helpful experience, well conducted and ably managed, and that the National Macaroni Manufacturers Association should be upheld for the great good it has ac-

complished and its inestimable potentialities for greater and better results in the future. Promises of support toward this end were numerous and sincere.

The Membership Roll of the National Macaroni Manufacturers Association as of Jan. 1, 1932 is now open. Everything awaits the Macaroni Volunteers who can always be depended upon to carry on despite the failure of many who always refuse to do their bit, yet profit from the efforts of cooperative action through the National association.

Those in attendance in person or represented by proxies who answer the membership roll call at the special meeting on Oct. 27, 1931 were:

Member-firms Represented at the Special Meeting of the National Macaroni Manufacturers Association, Chicago, October 27, 1931

| Member | Representative | Member | Representative |
|------------------------------------|--------------------|------------------------------------|--------------------|
| American Beauty Macaroni Co. | L. S. Vagnino | Quality Macaroni Co. | Patrono & Sapiro |
| Anthony Macaroni Co. | F. Patrono | Ravarino & Freschi Imp. & Mfg. Co. | John Ravarino |
| Beech-Nut Packing Co. | Hoskins, et al. | Roma Macaroni Co. | B. Stockman |
| Boston Spaghetti Mfg. Co. | Patrono-Sapiro | Ronzoni Macaroni Co. | Patrono & Sapiro |
| Calacchi Bros. Macaroni Co. | Patrono-Sapiro | Peter Rossi & Sons | Henry D. Rossi |
| California Paste Company | B. Stockman | A. Russo & Co. | Patrono & Sapiro |
| Campanella, F. & G. Macaroni Corp. | A. Sapiro | San Diego Macaroni Co. | F. Patrono |
| John B. Canepa Co. | John V. Canepa | San-Jose Ravenna Macaroni Co. | Patrono & Sapiro |
| Checkers Food Products Co. | Hoskins, et al. | Santa Rosa Macaroni Co. | Stockman & Patrono |
| Chester Macaroni Co. | B. Stockman | Schneider Egg Noodle Co. | Patrono & Cohn |
| Connecticut Macaroni Co. | F. Patrono | Semolina Macaroni Co. | Patrono & Sapiro |
| Costa & Sons | Oreste Tardelli | Skinner Mfg. Co. | Lloyd M. Skinner |
| Crescent Macaroni & Cracker Co. | C. B. Schmidt | Mrs. C. H. Smith Egg Noodle Co. | Hoskins, et al. |
| Amico Macaroni Co. | Patrono & Sapiro | Superior Macaroni Co. | Hoskins, et al. |
| Frank Dantoni & Co. | L. G. Tujague | Tharinger Macaroni Co. | Frank J. Tharinger |
| D. Del Rossi & Co. | Hoskins, et al. | Traficanti Bros. | Frank Traficanti |
| Martini Macaroni Co. | Patrono & Giatti | Union Macaroni Co. | Patrono & Sapiro |
| Rankirk Macaroni & Supply Co. | Patrono & Sapiro | Viviano Grocery & Mfg. Co. | Patrono & Sapiro |
| Romino Macaroni Co. | Hoskins, et al. | V. Viviano & Bros. Mac. Mfg. Co. | S. D'Alessandro |
| La Noodles Co. | Patrono & Sapiro | Vulcan Macaroni Co. | B. Stockman |
| La Noodles Food Products Co. | R. B. Brown | Western Macaroni Mfg. Co. | Hoskins, et al. |
| Fortune-Zerega Co. | John L. Fortune | West Virginia Macaroni Co. | R. V. Golden |
| Fort Worth Macaroni Co. | N. T. Mazza | Wuerdemann Macaroni Co. | Hoskins, et al. |
| De Foulds Milling Co. | G. G. Hoskins | A. Zerega's Sons, Inc. | Edw. J. Vermyley |
| F. Ghiglione & Sons | Ravarino & Freschi | | Frank L. Zerega |
| Gioia & Bros. | Alfonso Gioia | Barozzi Drying Machine Co. | Jos. Freschi |
| Robe Grain & Milling Co. | Hoskins, et al. | Capital Flour Mills | E. J. Thomas |
| Golden Age Corporation | C. T. Greenwood | Champion Machinery Co. | Frank A. Motta |
| Golden Crown Macaroni Co. | Patrono & Sapiro | Chicago Carton Co. | Hoskins, et al. |
| Golden Gate Macaroni Co. | B. Stockman | Clermont Machine Co. | F. Patrono |
| Goeh Food Products Co. | J. H. Diamond | Commander Mill Co. | Martin Luther |
| Goodman & Sons | Erich Cohn | Consolidated Mac. Mach. Co. | Conrad Ambrette |
| Grassano Products Co. | B. Stockman | Crown Mills | Hoskins, et al. |
| I. Grass Noodle Co. | A. I. Grass | Duluth-Superior Milling Co. | B. Stockman |
| Independent Macaroni Co. | Frank Patrono | DuPont Cellophane Co. | Leroy B. Steele |
| Italian Paste Co. | B. Stockman | Charles F. Elmes Engr. Works | W. K. K. Smith |
| Johnson Macaroni Co. | R. V. Golden | Lanzit Corrugated Box Co. | Jos. L. Gitwitz |
| Kentucky Macaroni Co. | Joseph Viviano | F. Maldari & Bros. | M. J. Donna |
| Kestone Macaroni Mfg. Co. | G. Guerrisi | Minneapolis Milling Co. | Martin Luther |
| L. Klein Noodle Co. | Alex S. Klein | Pillsbury Flour Mills Co. | A. J. Fischer |
| L. Liberty Macaroni Co. | Patrono & Sapiro | Rossotti Lithographing Co. | F. Patrono |
| L. & J. Lo Bue Bros. | Patrono & Sapiro | Star Macaroni Dies Mfg. Co. | F. Patrono |
| A. Pacific Macaroni Co. | Patrono & Sapiro | Superba Packing Co. | C. R. Rubinelli |
| Alvester Macaroni Co. | H. D. Rossi | Washburn-Crosby Co. | Geo. B. Johnson |
| De Megs Co. | R. V. Golden | | |
| Mercurio Bros. Spaghetti Mfg. Co. | J. Ravarino | | |
| Wiswaukee Macaroni Co. | Erwin John | | |
| Minnesota Macaroni Co. | E. J. Villaume | | |
| Grand City Macaroni Co. | Jos. Freschi | | |
| National Food Products | Leon G. Tujague | | |
| New Haven Macaroni Co. | F. Patrono | | |
| Overton Macaroni Mfg. Co. | Ravarino & Freschi | | |
| Palozzolo & Co. | J. Viviano | | |
| Pepe Macaroni Mfg. Co. | Patrono & Sapiro | | |
| Peperii Macaroni Co. | B. Stockman | | |
| Peter-Scarpelli Macaroni Co. | Patrono & Sapiro | | |
| Prince Macaroni Mfg. Co. | G. La Marca | | |
| Proccio & Rossi | Gioia & Freschi | | |
| Praker Oats Co. | W. F. Bell | | |

| Recapitulation of Registration: | |
|--|-----|
| Active members directly represented..... | 29 |
| Active members represented by proxies..... | 51 |
| Total..... | 80 |
| Branch firms represented by proxies (no vote)..... | 3 |
| Associate members directly represented..... | 12 |
| Associate members represented by proxies..... | 7 |
| Total..... | 19 |
| Total number active and associate firms represented..... | 102 |

If all cars in this country were placed to end the chances are some driver, try up in front, couldn't get started.

Every day is a clean sheet. The only troubles are those you drag over from yesterday. Drop them.

Get up steam and keep it up. Buyers will forget you in half the time it took them to find you out if you let the machine cool off.

The dull season is a good time to look through your stock—of goods and ideas.

The value of keeping your name before the public depends entirely on what your name stands for.

A man advertised for a wife. He said afterward, "I can't say that advertising pays but it certainly brings results."

Macaroni Educational Bureau Section

By B. R. JACOBS, Washington Representative

Declaration of Net Weight on Packages of Macaroni Products

For some time past the Washington office of the association has been receiving complaints from manufacturers regarding failure of some of their competitors to properly declare the net weight of macaroni products on the label of their packages.

This tendency has been noted by the Department of Agriculture, and through its enforcing office it has issued the following warning to all manufacturers of food in package form:

United States Department of Agriculture
Food and Drug Administration
Washington, D. C.
June 15, 1931

TO MANUFACTURERS OF PACKAGED FOODS:

The Federal food and drugs act defines food in package form as misbranded if the quantity of contents be not plainly and conspicuously marked on the outside of the package. Exemption from this provision is afforded only for extremely small packages.

Unquestionably, the purpose of the law is broader than simply to prohibit shortage in weight or measure: its intent is to insure to purchasers of packaged foods accurate information as to the amount in the package.

The Food and Drug Administration has observed a distinct trend in the food industries generally toward placing declarations of net weight and measure in very small type, or on noncontrasting backgrounds, or in obscure positions on the label. In some industries there is a tendency toward the adoption of forms of declaration with which the public is not familiar. If the public conception of quantity of a given commodity is in terms of gallons, quarts and pints, a declaration on the label of that commodity in terms of pounds and ounces does not convey adequate information.

Frequently it can be fairly inferred from an examination of the label that the manufacturer may have some reason for hesitating to tell the public how much of his commodity he is selling. This is particularly true where the amount is somewhat less than conventional units, as for example 14 ounces avoirdupois, or 15 fluid ounces.

Declarations of quantity of contents must be expressed in terms in which the public conceives of quantity of the particular commodity to which the declaration is applied. The declarations must be conspicuous; that is, they must appear in such position on the package and in type of such size, and on such background, as to insure observation. To guarantee this a declaration in type of adequate size, on a contrasting background, properly separated from other statements and designs, should appear on the display panel of the package. If more than one panel is used for display, the declaration should appear on each.

(Signed) W. G. Campbell,
Chief.

I think it may be advisable to explain in detail the requirements of the Federal food and drugs act so far as the declaration of net weight is concerned. The net weight requirement being one of the few positive requirements concerning the labeling of foods under the act.

The Federal food and drugs act under

Sec. 8 provides that an article of food shall be deemed to be misbranded in the case of foods.

"(Third). If in package form, the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count: Provided, however, That reasonable variations shall be permitted, and tolerances and also exemptions as to small packages shall be established by rules and regulations made in accordance with the provisions of section three of this act."

The regulations for the enforcement of the Federal food law require that the statement of the quantity of the contents of the package shall be plain and conspicuous and shall not be a part of or obscured by any legend or design and shall be so placed and in such characters as to be readily seen and clearly legible when the size of the package and the circumstances under which it is ordinarily examined by purchasers are taken into consideration.

The above statement has many times been interpreted to mean that declarations of net weight must stand out as prominently as the brand of the product. That when a package has one or more principal panels, the statement concerning the net weight shall appear prominently on each panel and shall not be concealed by other figures or reading matter on the label.

Statements of net weight should not be made on the ends of packages or among the reading matter concerning the quality of the product nor among recipes that are usually made on the side panels.

Statements of net weight on cellophane packages should be made as near the brand of the product as possible without subordinating it too much. They should not be made at the bottom of the package where it folds or where there is any danger of the purchaser not seeing it easily. There seems to be a tendency among many macaroni manufacturers particularly those putting out noodles in cellophane packages either not to declare the net weight or to place it on a sticker or seal in such small type that no one could see it easily or without searching for it.

The Federal regulations also provide that the contents of the package when stated by weight shall be marked in terms of the largest unit contained in the package. For example, statements of weight shall be in terms of avoirdupois pounds and ounces. The quantity of contents may be stated in terms of minimum weight, as, for example, "Minimum Weight 8 oz." But in such a case the

statement must approximate the actual quantity and there shall be no tolerance below the stated minimum.

Tolerances and variations from the quantity of the contents marked on the package shall be allowed as follows: (1) Discrepancies due exclusively to error in weighing which occur in packing conducted in compliance with good commercial practice. (2) Discrepancies due exclusively to differences in the capacity of bottles and similar containers, resulting solely from unavoidable difficulties in manufacturing such bottles or containers so as to be of uniform capacity. (3) Discrepancies in weight due exclusively to differences in atmospheric conditions in various places and which unavoidably result from the ordinary and customary exposure of packages to evaporation or to the absorption of water.

Discrepancies under (1) and (2) shall be as often above as below the marked quantity, and discrepancies under (3) will be determined on the facts in each case.

A package containing one half avoirdupois ounce of food or less is "small" and shall be exempt from marking in terms of weight.

This office will be glad to cooperate with any manufacturer of macaroni products who has any problem concerning declaration of net weight on his packages. We will be glad to give an and all advice possible to insure the proper labeling of macaroni products. This service shall be given gratis to any manufacturer regardless of whether or not he is a member of the association. This is done in the interest of the industry, of the consumer and of bringing about a better understanding among macaroni manufacturers.

U. S. Supreme Court Upholds Chain Store Verdict

The Supreme Court of the United States has refused to grant a rehearing of its decision handed down in May in which the Indiana law imposing graduated taxes on chain stores was upheld.

The court at that time, by a 5 to 4 decision, declined to mark as discriminatory the law which in effect levies higher taxes on chain stores than on independently operated ones, with the taxes collected as license fees ranging higher in proportion to the number of units operated by a company.

The court upheld the Indiana tax decision by a majority consisting of Chief Justice Hughes and Associate Justices Holmes, Brandeis, Stone and Roberts.

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
as Assisted More Than 40 Organizations in
Correcting Manufacturing Difficulties

For 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 macaroni 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 inquiries you wish to direct to them. All such inquiries 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

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

Needed--Some Fundamental Buying Principles

Business has 2 definite, essential functions—buying and selling. They are competitive functions in that the general idea is to buy at the lowest possible price and sell at the highest possible price. However there is growing evidence in business that there are reasonable limitations within which buyers and sellers must keep, in fairness to both.

"Are not purchasing agents retarding the return of normal business conditions by encouraging ruinous competitive prices?"

That question is frequently being asked and fair-minded buyers agree that to a certain extent there is considerable truth in the implication. Raymond E. Bell of Raymond E. Bell, Inc. speaking for the group of purchasing agents who are becoming more and more sensitive to the need of better understanding and fairer dealing between representatives of the 2 essentials in business, answers ably the question propounded. In a special article in the October issue of *Mill and Factory*, illustrated, he suggests a decalogue of principles which buyers might advantageously adopt and strictly adhere to, in part as follows:

Supply and Demand

The economic theory of supply and demand is obscured today by many forces. Its influence may be observed to be at work but the complications of present merchandising policies often make it difficult if not impossible of recognition. It is true that on the supply side are the sellers and on the demand side are the buyers, but each is intent upon concealing this economic law from the other. Naturally direct deception is a great temptation under such circumstances and there is little doubt that large numbers have succumbed to this insidious practice on both sides of the transaction. Buyers there are, and many of them, who hold tenaciously to the high ideal that purposeful deception is not a permissible practice in the exercise of the purchasing function. Sellers are also found in numbers who recognize that price discrimination is an equally insidious form of misrepresentation. Therefore, I appreciate the difficult task laid before the buyer when he is required to execute the dual responsibility of conducting his daily work with due regard for broad common interests and at the same time protect himself against those current contests involving individual competitive tactics which more immediately involve the working out of the survival of the fittest.

In order that we better reconcile the divergent interests of buyer and seller, which are individual interests and cooperation, which is public interest I offer the following decalogue of principles which may be followed by purchasing agents who see the need for ethics in buying:

(1)

He should understand the weakness of price as a buying appeal. Price is but the

sum total of many elements incorporated in a product expressed in dollars and cents. Quality, service and good will in a hundred forms are parts of each sales transaction. Price cannot be rated until all these varying elements are correctly appraised. Too quick an assumption that price controls the decision dwarfs the ability to come to a sound conclusion. Price buying makes an industrial vagrant of the purchaser, to be picked up and dropped by responsible sellers at their will. Manufacturers need to have dependable buyers in order to plan production profitably.

(2)

He should have that true perspective of time in its relation to daily transactions. The purchases of today have a different aspect in their relation to future days. A higher price paid today may aid the seller to the extent of bringing low prices tomorrow. Utilizing periods of depression to exact the last "pound of flesh" exaggerates a condition which eventually places the advantage in the hands of the seller.

(3)

He should clearly understand the evil influences resulting from price discrimination and use his position to aid in its elimination. Price discrimination is a violation on the part of the seller of the buyer's confidence. It is an unfair, unethical, unstable policy whose evil effects today are greatly intensified by buying tactics. It can be briefly summarized in the statement that price discrimination is an illicit gain, that it was made illegal primarily for protection in buying, and that the buyer should, therefore, consider himself equally responsible with the seller and strive for its elimination. Price discrimination is rampant today and without his cooperation it is not likely to decline in any thing approaching a desirable degree. Suppression of this practice must be at heart in all proposals looking toward stabilization.

(4)

He should strive to become more sensitive to intangibles in purchasing. It takes time and broad experience in purchasing to come to the conviction that an entire transaction between buyer and seller cannot easily or truly be summed up in a proposed price in dollars and cents. No 2 proposals, though expressed in identical language and totaled into the self same price, are alike. In fact, when the results of the 2 purchases are compared at completion through the ultimate actual costs the results are often widely divergent. In the last analysis the purchaser has to recognize that the actual price of his order is determined only when the merchandise has been used and not at the time of purchase.

(5)

He should conceive himself to be a builder of strong sources of supply with

a vision for long time results and not a vagrant buyer swayed by temporary appeals.

Building strong sources of supply follows naturally upon the previous proposition of alertness in distinguishing intangible values. Stability in buying is just as important to the buyer as stability in selling is to the seller. To have reliable sources of supplies is but the counterpart of having dependable customers.

(6)

He should make it a practice to occasionally visit sources of supply and gain first hand knowledge of their facilities. Purchasing is not solely a desk function. It is just important for a purchaser to have intimate knowledge of the ability of the seller to produce as it is for the seller to understand the needs of his customers. Field visits facilitate office purchases by showing what may be expected in fulfillment of terms of contracts.

(7)

He should set his mind definitely against purposeful deception. Deception may bring the buyer a temporary advantage in price but it becomes the strongest impulse on the part of sellers to form themselves into cooperative groups for protection against such practices. It is agreed by responsible buyers that deception is no foundation for the permanency of successful purchasing and cannot win success in the long run.

(8)

He should build the prestige of his department with his own management as a dependable source of information for sound policies. The composite policies of industrial executives will eventually build the road to better times. To do this they must have reliable sources of information within their organization. These may be balance buying and selling plans. It is vitally important that the relation of buyers to their future success be constantly before them quite as much as selling. It is an essential part of the purchasing function that it obtain recognition and support from the heads of the business for broad and farsighted policies in buying. There are plenty of instances of buyers having only the narrowest conception of their job even to the point of belief solely in daily trading. A sufficient unto the day is the evil thereof on the part of the buying executive cannot be expected to improve management with the prestige fairly to be accorded to the purchasing function.

(9)

He must not tolerate any suggestion that savor of undue influence upon his independent good judgment. Purchasing is a severe test of man's integrity and its temptations to subversion are great. It is a fine testimony to the ethical standards of business affairs that so many desirable practices in buying and selling relations have been substantially suppressed. Constant watchfulness and jealous care for the protection of the

department is a high point in the purchasing function.

(10)

He finally should recognize that all gains in any phase of management are intellectual in the last analysis and that the way to build up intellect is through association with others laboring in the same field. Individual ideas can become effective only as they permeate a group. Purchasing rules become principles only when there is general acceptance to them among the majority of buyers. It should be the final principle of purchasing to

MACARONI PRODUCTS DEFINED

The United States Department of Agriculture Food and Drug Administration division in September 1931 issued a new pamphlet in which are compiled all the definitions and standards for food products adopted to date. As stated in the pamphlet the definitions and standards are to serve as guides for officials of that department in enforcing the food and drug act. Among the foods defined and standardized are: Animal products, Milk products, Vegetable products which includes Alimentary Pastes, Fruits, Nuts, Spices, Condiments, Beverages, etc.

Macaroni manufacturers will be interested in the up-to-the-minute definitions of their products, which the department continues to label "Alimentary Pastes" but which the industry in this country prefers to term "Macaroni Products." This grain product is defined as follows:

Alimentary Pastes

1. Alimentary Pastes are the shaped and dried doughs prepared from semolina, from farina, from wheat flour, or from a mixture of any two or of all of these, with or without salt, and with one or more of the following: water, egg yolk, milk, a milk product. An alimentary paste contains not more than 13 per cent of moisture, as determined by the vacuum method.

2. Plain Alimentary Pastes are alimentary pastes made without egg or egg yolk or so made that the content of the solids of egg and/or of egg yolk is, upon moisture-free basis, less than 5.5% weight.

3. Egg Alimentary Pastes are alimentary pastes which contain, upon a moisture-free basis, not less than 5.5% weight of the solids of egg and/or of egg yolk.

4. Noodles, Egg Noodles, are a form of egg alimentary paste which in the course of its preparation has been rolled, pressed into sheets or ribbons, with or without subsequent cutting or shaping.

5. Water Noodles are a form of plain alimentary paste which in the course of its preparation has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

6. Macaroni, Spaghetti, Vermicelli are alimentary pastes, distinguished by their characteristic shapes.

7. Semolina Macaroni, Semolina Spa-

ghetti, Semolina Vermicelli are plain alimentary pastes in the preparation of which semolina is the only farinaceous ingredient used and are distinguished by their characteristic shapes.

Don't become conceited about your successes until at least 3 bankers call you by your first name.

Thrift Recipe Book Popular

Three hundred eighty-five requests for copies of the National Macaroni Manufacturers association Thrift Recipe Book were received at the office of the organization in Braidwood, Ill. the morning of November 12, 1931. Approximately the same number of similar requests arrives daily from every section of the country. Over 4000 copies of these books were mailed the first 2 weeks in November.

This reflects somewhat the popularity of this 24-recipe booklet, well printed and beautifully illustrated, which is being requested from the humble homes of the farmlands and the elegant apartments in the urban centers. Requests are in line with the suggestions that appeared in the magazine advertising of last year and the same suggestion contained in the newspaper ads now appearing, and from which there is expected to come ever increasing demands for the recipe book long after the series of 5 newspaper advertisements has been concluded in December.

Here's the answer to the question ever

Buying Ethics Needed

The sooner price cutting is ended, and the sooner business gets back on a stable foundation of established values, the better it will be for the country and for all industrial interests.

We purchasing agents know that goods are constantly being offered us at prices below cost of production. In our judgment this is not a desirable state of affairs, from the standpoint of the buyer, the seller or the nation.—Joseph H. Mills, president, National Association of Purchasing Agents.

in the minds of advertisers: "Does the public read advertisements?" The small staff at the association headquarters unqualifiedly answers, "The advertisements of the National Macaroni Manufacturers association in magazines and newspapers must surely be read and understood as requests for our Thrift Recipe Books substantiate."

You can't harvest success unless you first labor hard and earnestly in the field of opportunity.

Exhibit Tells How to Gain or Lose Weight

How the average person can reduce without going on a starvation diet and how he can put on weight are graphically outlined by the bureau of home economics of the United States Department of Agriculture in an exhibit recently completed.

The will power to stick to a program is the first requisite in changing weight after knowing what to do, the bureau's nutrition experts say. They strongly advise against drastic measures and discourage all reducing practices except on the advice of a physician.

Adults need not worry about their weight unless they find themselves more than 10 to 15% over or under the averages in tables for height at the age of 30, according to the bureau. The exhibit points out the dangers of underweight and of overweight and contrasts the advantages derived from a good healthy routine.

The best course to follow after the correct weight has been obtained is to maintain it, the bureau says. The way to do this is to balance the amount of energy giving foods with the energy spent. The energy giving foods which provide most of the calories—in short, the weight regulators—are the fats, sweets, breads, and cereals.

Milk should be included in both the fattening and thinning diets but skim milk or buttermilk is preferable for those who are keeping the calories low. The "thins" who are eating to gain weight should help themselves liberally to whole milk, drink it in place of part of the water at meal time and in extra milk shakes. The bureau suggests that food cooked or served with milk will help to add more calories and consequently more pounds.

Fruits and vegetables are in the imperative list for both the "fats" and "thins." Bulky green vegetables, low in calories, must be eaten by the latter group, even though they add little to the weight. They are important since they offer many other substances essential for good nutrition. Some vegetables and fruits because of their starch and sugar supply a great many calories.

Every happy face we meet adds one more sunbeam to our lives.

DOCTORED BRANDS

By JOSEPH J. CUNEO

Of Cuneo Brothers, Importers and Wholesalers, Connellsville, Pa.

It is within the scope of all Macaroni Manufacturers to produce good macaroni. If the proper raw material is used and proper drying method adhered to, it is easier to make a good standard product than a fair or bad one. It is very easy, yet simple as it is, "Doctored Brands" are still purchased by many well known and seasoned jobbers and wholesalers for distribution, which means that some manufacturers are putting too much time and effort in producing a so-called "competitive" finished product which eventually costs them more than the real thing, if they would only realize it.

At present some "Doctored Brands" exist only on a past reputation, which was good; others because they were always such. And since "time" is one of the most important doctors of all ills—particularly of "effect"—"time" will cure this evil. Doctor "Time's" charge is very

great, but his treatments perfect. His charge consists not in receiving, but in throwing away. And eventually Doctor "Time" will cure the unnecessary evil of "Doctored Brands" by practically exterminating them, and woe to the manufacturer who still persists.

You cannot change night into day. You can illuminate the night and practically give it the appearance of day; but you have not day. You can blanket a certain area during the day and give that area the appearance of night and under illumination the result is the same as the former—but you have not night.

Good macaroni with good raw material, properly dried, stands for day. "Doctored Brands" with cheap raw materials, improperly dried, and colored is "illuminated" and LOOKS the same as the former but—that is all.

Every cent saved by the purchaser of "Doctored Brands" is a direct loss to the manufacturer of such brands. And it is also a fact that when prices are reduced beyond a reasonable figure, the manufac-

turer or his hire must foot the bill, and cut prices also lead to cut wages.

William Green, president of the American Federation of Labor gives a timely warning on the question of wages and standards. He writes: "Some of the firms in the United States are taking advantage of conditions as an excuse to cut wages and destroy STANDARDS of work established by years of effort. This certainly is true.

Standards are destroyed by manufacturers producing an imitation. The greatest deceiver is not always the greatest diplomat. The macaroni industry is fastly approaching the class of "big business" in the United States and if "big business" refuses to awaken to the menace of "Doctored Brands," short weights, etc., it will just be too bad for the sleepers. You can judge the "Macaroni Taste" of our age by the number of "defective brands on the market.

If the macaroni manufacturers would only think NOW and spell NOW backwards, they will have W-O-N!

Do You Belong?

By Frank Farrington

Theodore Roosevelt once declared that every man owes some of his time to the upbuilding of the profession to which he belongs.

The best way to help in building for the trade or profession to which you are indebted for a living is to join the organization of the men in that business.

Edward N. Hurley has said, "If I had my way every man in an industry would be in his association. And the men, whether large or small, that are not in and who are not sharing the expense and taking part in that association ought not to be in the industry."

That is pretty plain talk from 2 men whose opinions are not lightly to be cast aside.

The organization of the industry or trade in which you are engaged, the association that comprises the men in that field, is working for the upbuilding of the field. It is seeking to better conditions in order that you may make more money, may have better conditions under which to operate.

It certainly ought to be a fair question, "Are you satisfied to profit by the work of the association while standing on one side and contributing neither money nor effort toward its success?"

It is not nice to call a man a slacker or a parasite, and yet, what are we to call him who sits back and watches others cultivate the crop, without ever pulling a weed or carrying a watering pot, and then steps in at harvest time and gathers a share of the results?

The least a man can do is to join his

association and pay his dues and lend the support of his presence at meetings.

Moral: Enroll now as a Macaroni Association Volunteer to Start the New Year of 1932.

Foot Notes

Why is it that men working in hazardous occupations will protect their eyes, hands and body generally, but will often neglect foot protections? It is a well known fact that foot injuries are responsible for a generous percentage of industrial accidents. After all a pain is a pain and an injury is an injury regardless of the particular spot where it hits you.

Correct foot protection reduces accidents. It may be in the form of a spat, shield, boot, shoe, overshoe or special sole, depending upon the hazard encountered.

Safety spats are often used where hot metals, sparks, sharp objects, etc., prevail.

In some operations where heavy and hot objects or materials are being handled, metal shields attached to the shoes afford ample protection.

In electrical work, wet operations, handling acids, etc., rubber boots of varying grades are used successfully.

Factory shoes with reinforced toe caps are both practical and popular. They are neat and dressy and can be used in practically all occupations.

Linemen should always wear shoes with sewn soles and wooden-pegged heels.

Wooden sole shoes or sandals are often used in steel mills and other hot oper-

ations. These, as well as regular factory shoes, sometimes have special soles with abrasive or slip-reducing qualities.

Shoes for women workers should have a moderate heel which allows sufficient standing base.

Any safety shoes to give protection must be kept in repair. Thin soles and rundown heels are always getting the wearers into trouble — *The Safety Worker*.

Proper Equipment Necessary

"Manufacturers today realize the importance of letting the goods advertise themselves. Every endeavor is being made to impress upon their trade the economy and profitability of proper display," states D. H. Bitney, the Union Steel Products company, Union, Mich. in announcing a new, complete line of display racks.

"Such items as Macaroni products, cellophane or in attractive packages, canned foods, vegetables, broods, cookies, pies, soaps, paints, beverages, candy, coffee, and innumerable others no longer need be tucked out of sight, he continues.

"We have made a thorough market analysis of displayable merchandise, and have developed special display racks suited to a widespread range of commodities."

The display stands are ingeniously constructed from heavy steel wire with all welded joints. They are collapsible promoting easy shipment and storage. Sizes and styles are made in a large assortment adaptable to package goods and other retail commodities.

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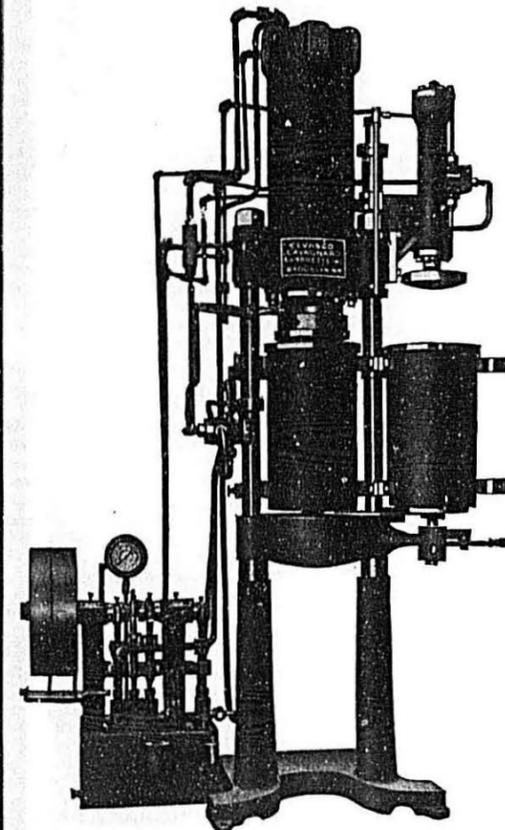
Consolidated Macaroni Machine Corporation

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 1/4 inches

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The dies platen or support is divided into three (3) sections for the 13 1/4 inch and two (2) sections for the 12 1/2 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.

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.

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

The Macaroni Campaign . . . From an Outside Viewpoint

By FRANK S. BONNO, Dallas, Texas
Formerly Director, National Macaroni Manufacturers Association

As a former macaroni manufacturer and a director of the National Macaroni Manufacturers association, but a recent victim of circumstances that brought about my retirement from the game, temporarily I hope, I am still deeply interested in any and all attempts of the leaders to raise the industry out of the slough into which many by their tactics would knowingly or unknowingly keep it.

On viewing the whole scope of the activities of the National association, which by the way have been of immeasurable help in bringing the industry onto the high plane it has reached in recent years, and especially considering the national macaroni advertising campaign so hopefully launched a little over a year ago, I am still of the opinion that it would be a serious mistake to entirely eliminate this activity. Am still of the opinion after hearing the many wild arguments presented by those who are now in opposition, manufacturers who may have leaned toward the reactionary forces in the business that had to be overcome when the movement was so successfully launched in 1930.

I feel that my former fellow businessmen will pardon my presumption to express my views being that I could hardly be classed as an exemplary successful manufacturer, a position which I do not occupy alone, but there is none who will question my sincerity or my deep concern in the welfare of the trade in which I spent many happy years. Unfortunately the campaign was at a time when those who pledged contributions to its support found business so backward that raising the pledged monies was rather hard. However, the time was propitious because the business needed just the spur that the campaign gave it to keep it from floundering even into greater distress.

Despite the fact that all of us have been told to expect very little in the way of appreciable results during the first year or two of any advertising campaign, many have been keenly disappointed because their business did not immediately improve. It could not do so under favorable conditions, so they all say; how could it work miracles when the whole world is depressed? But the manufacturer who is not "advertising conscious" began to worry, let it prey on his mind, became sulky and soon became a stark opponent to the idea, primarily because he found it difficult to finance his obligations to it.

This is the "out" advanced by those so affected, but does not the trouble lie deeper? Has it ever occurred to these good fellows that the quality of their goods is the basic reason for their pres-

ent standing in the trade? Or that in the fat years of the '20s they overlooked the need of providing for the lean years that came so unexpectedly?

Most of the opposition to the macaroni advertising campaign seems to emanate from firms who specialize in the manufacture of bulk goods. They claim that the campaign will help only the package manufacturer. Verily the campaign will help him who helps himself. But that is beside the point that I wish to make. Many a manufacturer of bulk goods has formed the erroneous idea that the American housewife does not know her macaroni and that any kind of junk will be acceptable. As a result the first year's campaign was paralleled with the marketing of more low grade macaroni than was ever offered the public in the history of the industry in the United States. Everywhere was offered these inferior flour products that are continuously lowering prices. As prices lowered, the quantity went one step further, until in some sections it went begging for buyers because every one suspected that its very cheapness stamped it as practically unfit for human consumption.

On the one hand the macaroni industry was sponsoring a very high class, consumption promoting campaign of education; on the other hand we saw the spectacle of a scramble for business on the basis of exceptionally poor qualities, unfair quotations and disruptive tactics. Whether or not the cooperative campaign continues the industry should, as I have always contended, establish a standard of quality for its products, perhaps along the line contemplated by the Quality

Buy as You Sell

Manufacturers are about fed up on low prices. Apparently there is a limit to the degree to which an industry will demoralize itself by selling for cost or less than cost. There are straws in the wind that indicate the development of a concerted resistance to a further lowering of prices. . . . When all manufacturers once again remember that the matter of price rests largely in their hands, present distress-sale days will be over. Many of them are awakening to this fact; others will soon perceive it and act upon it, or they must shut up shop. Higher prices are therefore not far distant. . . . And the seller deserves higher prices. The general prosperity requires that he soon receive them. Numerous factors are now at work to restore them.—Quoted.

Committee appointed at the last convention. Having done so manufacturers should be content with a small share of the world's macaroni business, but never that share be let him sell it probably. In that way only can the industry be brought out of the slough of depression into which it has been plunged by inside practice than outside pressure.

May the day come soon when in the United States there will be established a standard for macaroni products that will permit marketing of this food in its natural appetizing, satisfying and nutritious form at prices fair alike to producer, distributors and consumers. That can be accomplished only through the earnest and sincere cooperation with the National Macaroni Manufacturers association, with its invaluable accumulation of experiences and facts ready to made the best use of by the honest manufacturers who believe in fair play and quality production.

It Pays to Advertise

Reports drifting in to various departments in Washington indicate that the people of Winston-Salem are successfully beating the general business depression. In fact business courage and aggressive advertising of its principal product is making that old North Carolina city stand out like an oasis in the desert in these troublesome times.

Advertising and cigarettes are weapons of combat that have been successfully used, the reports show. Winston-Salem is the home of the R. Reynolds Tobacco company and Camel cigarettes. When the depression came along the Reynolds people decided to increase their advertising instead of decreasing it. And their courage has been rewarded, because there have been no layoffs or wage reductions affecting the 12,000 Reynolds employees. In fact the recent introduction and extensive advertising of the new moisture-proof cellophane wrapper for Camels caused such an increased demand that the Reynolds factories had to put on night shifts.

The result is a happy, prosperous and contented community, when the workers of the dollars of the workers enjoy an added value because of the depression in other parts of the country. Stores are crowded with buyers. Winston-Salem is one place where visitors seldom hear stories of poor business.

A successful business man said he was never worried by a competitor who talked loudly.

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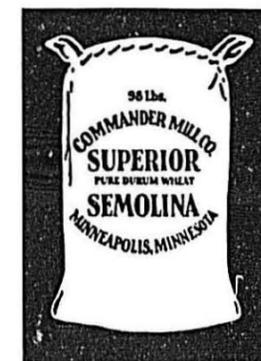
Color and Strength Variations Gone Forever!

THERE is one sure way of safeguarding yourself from losses through variations in the color and strength of your macaroni—use Commander Superior No. 1 Semolina.

Macaroni manufacturers who are steady users of Commander Superior No. 1 Semolina know that they can depend upon its absolute uniformity. Milled under an exacting control system, its bright, amber color, satisfying flavor, and high gluten content are constantly maintained. It produces quality macaroni with un-failing regularity day in and day out.

The Amber Durum Wheat used in Commander Superior Semolina is tested in one of the most complete Durum Test Mills in the country, and its color and strength must be up to our high standards before it is accepted at our mills. Our ample storage capacity guarantees the quality of the Durum Wheat at all times.

The superior performance of Commander Superior No. 1 Semolina explains why 75% of our orders are repeat business.



YOU COMMAND THE BEST WHEN YOU
DEMAND COMMANDER

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

COMMANDER SUPERIOR SEMOLINA

MACARONI--A Most Beneficial Food

Newspaper Article by a Food Expert, of Utmost Interest to Macaroni Makers

By J. F. Geisler, Sc.D., internationally known authority on food chemistry. Formerly professor of chemistry of the University of Michigan, chemist for the dairy department of New York State Department of Agriculture, official chemist for the New York Mercantile Exchange, food expert American Relief Administration.

Because of the valuable mineral essentials in macaroni, it is considered one of the most beneficial foods for the human body. Macaroni furnishes vigor and energy to the system and ranks very high as a digestible food. For children, macaroni is a valuable food. Its active nourishing qualities and ease of digestion makes it a body building food for everyone.

Macaroni contains about the same amount of iron as milk and has the same amount of iron as an ounce of potatoes. In iron value, macaroni ranks with rice, grape juice, buckwheat flour, honey, various grades of nuts and other body building foods of this variety.

Macaroni is beneficial to persons suffering from digestive disorders. It contains little or no substance injurious to the liver or blood vessels. This delicious food does not produce uric acid. This makes it a valuable food for many persons suffering from rheumatism, lumbago, gout, diabetes and other disorders of this nature.

Phosphorus, very essential to the human system is also found in macaroni, as well as sulphur and magnesium. Because of these valuable minerals, macaroni is considered one of the most valuable foods for the human body.

Macaroni may be prepared for the household in many pleasing ways. In cooking it with cheese and tomatoes, which contain all the known vitamins valuable to the body, macaroni becomes a body builder and a digestive edible of high standard.

Macaroni baked with chipped beef and browned with crumbs of bread is also a pleasing dish for the family. Cooked Virginia style, with mustard, cheese and bread crumbs is another pleasing dish. For the children, macaroni baked with peanut butter and bread crumbs is a delicious dish that will not only aid the child's digestion but also act as a body builder. Many housewives serve macaroni mousse, which is a real tasty dish. In addition to liberal quantities of macaroni the housewife may add milk, butter, eggs, green peppers, pimento, chopped onions, cheese and bread crumbs. Baked for 40 minutes, this results in a delicious dish containing not only body building vitamins, but also digestive ingredients.

The housewife should take extreme care in purchasing macaroni. She should

remember that not all macaroni is of the same food value. Much depends on the care with which it is prepared and the cleanliness of the manufacturer.

In selecting macaroni for herself or family the housewife should see that she purchases only macaroni made of carefully selected semolina or farina and fresh eggs. Only this quality of macaroni should be purchased.

Remember that you are endangering the health and bodies of yourself and family by buying cheap foods. Beware of macaroni sold at a few cents cheaper than macaroni of a higher quality. The housewife should remember that not all macaroni is of the same value. Inferior grades cost less, but should be avoided even though they may look attractive.

The housewife should see that her grocer supplies her with the best macaroni. She should insist that the goods she purchases is manufactured under strict sanitary conditions and that the finest materials are used in its manufacture. Remember that superior brands of this pleasing food makes them of high quality as body builders and digestive foods for your child and members of your household. Macaroni furnishes vigor and energy to the human system and its increased consumption is heartily advised.

Changes Status of Canned Foods

Twenty-five years ago, before the federal pure food law was passed, people looked upon canned foods with suspicion. Dishonest and careless canners not only gave honest canners unfair competition, but also tended to give the entire canning industry a bad reputation, says W. G. Campbell, chief of the Federal Food and Drug Administration. Many people thought canned food would ruin American cooking. Factory foods, they said, could never equal those put up by the housewife.

All this has changed. Today the housewife can buy canned foods of excellent quality and they are relatively cheap. Canned fruits, vegetables, soups, fish, and shellfish are recognized as important parts of the well planned meal. And with the aid of the can opener madam may serve canned foods of many varieties from all parts of the world every day.

When the federal food and drugs act was made effective in 1907, violations were common in the canning industry. Honest manufacturers had to compete with those who habitually slack filled their cans. Water was a handy substitute for food and the pumps did a flush business in many canneries. Low grade, even partially decomposed products were occasionally packed. Use of artificial color or chemical preservatives was common. The consumer paid the bill and the

ethical canner's reputation suffered along with that of the shyster.

Paying for 8, 12, and even 25% of excess water in cans of vegetables and shellfish a generation ago, the consumer was subjected to a "water tax" of several cents on each can. This might readily have run into millions of dollars a year had not the enforcers of the food and drugs act put a stop to "slack filling."

By limiting the amount of water allowed in canned foods as well as by requiring the container to be a true index of the amount of food packed, officials of the Food and Drug Administration believe that the food and drugs act has done more to give the housewife her money's worth in canned food than by any other single project they have conducted.

When Lipton First Advertised

The death of Sir Thomas Lipton in London recently recalls the story of his first advertising venture. He was a boy stowaway when he first visited America, arriving in this country with 3 shillings in his pocket. Always a keen observer this lad of 12 stayed long enough to acquire a firm belief in American methods.

With the knowledge he picked up he opened a small provision store on his return home. He persuaded his father, a poor workman in Glasgow to part with the family savings. The \$400 thus ob-

tained financed the little store which specialized in teas. The greater part of the money was spent in advertising.

Young Tommy also received 2 of his father's finest hogs as a gift. These the young lad cleaned and polished and scrubbed until they presented a fine appearance. They were harnessed to a small red wagon on which were painted the words "Go to Lipton's."

As the story is told, the astonished Scotch people followed the odd caravan and its queer steeds along the street until the caravan stopped at a shop painted in as fiery color as the wagon. The store was a success. It became the nucleus of the future unfolded, the nucleus of a chain of hundreds of stores and its customers were the beginning of millions who now buy Lipton products throughout the world.

Sir Thomas once was asked if developing world wide markets was not something akin to struggling for the America cup. He agreed that both called for splendid spirit of sportsmanlike rivalry. "But there are these great and important differences," he observed. "In a race there is bound to be a loser—that part of the event and cannot be escaped. In foreign trade all can be winners."

Think big, talk little, love much, laugh easily, work hard, give freely, pay cash and be kind. It is enough.

November 15, 1931

THE MACARONI JOURNAL

17

A Strong Dependable Durum Semolina for Macaroni Manufacturers who Realize that Quality is the Surest and Most Permanent Foundation on which to Build a Bigger and Better Business

Use



QUALITY

SERVICE

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 1 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

DURUM FANCY PATENT

» BUSINESS TALKS «

By FRANK FARRINGTON

When "I" Is Bigger Than Idea

There are executives who, without realizing it, allow the "I" to loom up so big in their minds that a mere idea is nowhere. They cannot imagine an idea evolved by someone of less importance being much of an idea. Without the capital "I" as its originator, it must be a dud.

"Printers' Ink" tells of a factory in which the head chemist was so completely sold on the big "I" and the ideas built around it, that it was just too bad for anyone else to suggest any possible improvements in the manufacturing formula. A salesman offered an idea to the sales manager and was told, "Our job is to sell. Let the factory attend to the other part of the work. If you want to stir up a hornets' nest, just go meddling with the chief chemist of this outfit."

"Mind your business and we'll mind ours," the executive heads of a canal company told their young toll collector when John H. Patterson made certain suggestions for the improvement of their methods.

Andrew Carnegie once said, "To secure promotion, a young man must do something unusual, and especially must this be beyond the strict boundaries of his duties." Carnegie was thinking of the young man's welfare when he said that. I am thinking of the welfare of his employer who is going to profit by the ideas in the mind of the young man who cares enough about his work to think about it constructively.

Many of the ideas offered to an executive have already been considered and discarded. But now and again one comes along that is an epoch-maker, and it usually comes from someone who brings to bear a young man's or a new man's point of view. A great mass of half-baked ideas must be sifted to get the one good idea, but it pays to do the sifting.

When an executive gets to be a stand-patter, he foregoes the cooperation of his fellows, and his company is in danger of becoming a one-man proposition, and that one man satisfied that no idea is as important as the big "I."

(All rights reserved)

Durum Prices Higher

While wheat prices generally reached a new high point for the crop early in November, amber durum was the first to reach the dollar mark. The upward trend of the market is attributable to increased export demand for North American wheat as a result of smaller offerings from Russia and the southern hemisphere, according to the U. S. Bureau of Agricultural Economics.

Among the factors contributing to this upward trend in wheat prices are mentioned:

Heavier buying for the British markets as result of the more settled political conditions in England following recent elections.

Supplies of durum wheat are light in Italy and the import quota for foreign durum wheat was increased from 5 to 25%.

Russian collections of wheat had amounted to only 52% of the yearly plan by the middle of October but trade reports indicate that the quantity scheduled for collection was very large, and actual collections of good volume and stocks substantial. Lack of adequate transpor-

tation facilities caused cancellations of early shipments.

The new crop in the southern hemisphere will be somewhat lower than last year, approximately 400,000,000 bu. as against 450,000,000 bu.

Semolina and Macaroni Higher

Increased foreign demand for durum from the short crop harvested in the United States and Canada naturally upped the price of semolina to American macaroni manufacturers. During the first week in November offerings of No. 1 semolina were on the basis of approximately \$6.25 per bbl. delivered in the Chicago area. Though most of the manufacturers had contracted for their immediate requirements at prices much lower, there was a noticeable strengthening in the prices of macaroni products offered on practically all markets.

Navy Wants Spaghetti

The Bureau of Supplies and Accounts, Navy Department, Washington, D. C. is seeking bids from manufacturers on 90,000 lbs. of spaghetti to be served to sailors and naval port employees, all bids

to be in the hands of the purchasing officer of the bureau not later than Dec. 1, 1931. Bids are to be made on standard forms obtainable from the government and for a specified grade of product delivered at certain designated supply depots.

All spaghetti offered should be in strict accordance with "Specifications 56-S-26c" issued by the navy department Dec. 2, 1929, except as amended as follows: "Shall be made in a proper manner, under strictly sanitary conditions from sound semolina, or from hard wheat flour of a grade not lower than 95% straight or a mixture of both, well dried by modern methods (open air method of drying shall NOT be used)."

Prepared deliveries are to be made at 3 naval stations the quantities to be as follows:

To the Officer-in-charge, Naval Supply Depot, Naval Operating Base, Hampton Roads (Sewell's Point) Va., 60,000 lbs. of spaghetti.

To the Supply Officer, Navy Yard, Mare Island, Cal., 10,000 lbs. of spaghetti.

To the Supply Officer, Navy Yard, Puget Sound (Bremerton) Wash., 20,000 lbs. of spaghetti.

It is to be noted that the specifications recently adopted covering macaroni products are to apply on all purchases made in accordance with this request for bids. A higher grade product will have to be supplied under this classification than formerly.

To sneer and ridicule, to indulge in unkind laughter, is the sign of an inferior mind.

Manufacturers of Foodstuffs Spend More Than in 1930

More than half of the 61 largest food manufacturing companies in the United States reported increase in their expenditures for advertising and sales promotion during 1931 through a survey conducted by the Associated Grocery Manufacturers of America, according to President Clarence Francis, who is vice president of the General Foods Corp.

Despite the business depression only 5 companies announced they are spending less than they did in 1930, and the remainder reported advertising expenditures for this year approximately the same as a year ago. Much of the additional advertising appropriations has been used in newspaper space.

The survey, Mr. Francis stated, shows that employment is almost normal today in the food manufacturing industry, "which means that the stability of this industry unquestionably has done much to lessen the impact of the business depression, inasmuch as food represents approximately one fourth of the total expenditure of this country, and inasmuch as the food industry represents millions of employees."

It's better to be a candle that keeps burning than a lighthouse that flickers and goes out.

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.

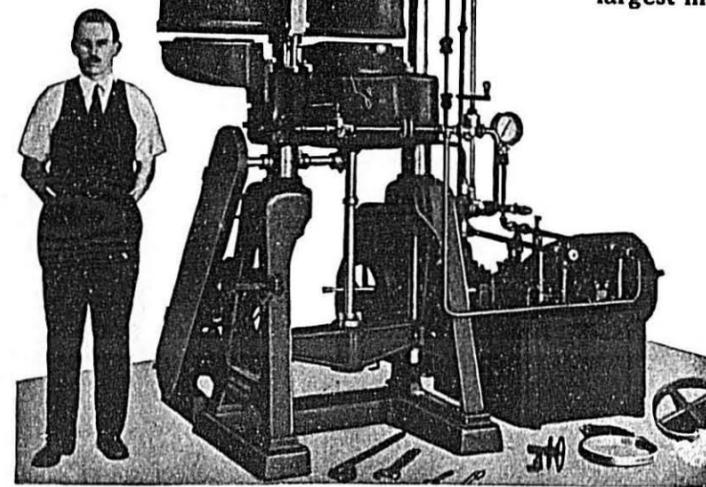
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All Sizes

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 National Association

- TRADE MARK SERVICE -

Macaroni and Noodle Manufacturers contemplating the use or registration of new trade marks for their products are invited to make liberal use of this department, specially created for that purpose.

Arrangements have been completed for making thorough searches of all records of the United States Patent Office as to the registrability of any contemplated trade mark. Findings will first be reported confidentially to those requesting the search and later published in these columns without identification.

This service is free to members of the National Macaroni Manufacturers Association. A small fee will be charged nonmembers for this service.

Through competent patent attorneys the actual recording and registering of trade marks will be properly attended to at regular prices to nonmember firms and at reduced rates to Association Members.

Address—Trade Mark Service, The Macaroni Journal, Braidwood, Ill.

"Grandmother's" and "Mother's Best"

Search shows previous registrations of these trade marks and closely related terms. Would suggest adoption of another trade mark as references below would anticipate any registration you may wish to make.

No. 146,237—Sept. 6, 1921—"Grandmother's A. & P." The Great Atlantic & Pacific Tea Company, Jersey City, N. J. For crushed oats, cornmeal, farina, pearl-tapioca, barley, dried currants, rice, gelatin, canned vegetables, grated pineapple, raspberries, peaches. Claims use since 1900.

No. 162,102—Dec. 5, 1922—"Grand-Ma's" and picture of plate of steaming food. The Pfaffmann Egg Noodle Company, Cleveland, O. For Noodles, Macaroni and Spaghetti. Claims use since January 1887.

No. 95,459—Feb. 17, 1914—"Mother's." Mother's Macaroni Co., Minneapolis, Minn. For Macaroni, Spaghetti and Vermicelli. Claims use since April 1, 1904.

No. 116,229—April 24, 1917—"Mother's." Rudolph Elsing, Cincinnati, O., assignor to Mother's Macaroni Co., Minneapolis, Minn. For Noodles. Claims use since Oct. 1, 1896.

Series No. 252,666 published Sept. 11, 1928 and Series No. 252,665 published Oct. 25, 1928—"Mother's Best." Sterling Wholesale Company, Sterling, Ill. For all kinds of foods other than alimentary pastes. Claims use since Aug. 4, 1924.

Patents and Trade Marks

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

Patents granted—none.

TRADE MARKS REGISTERED

Trade marks affecting macaroni products or raw materials registered were as follows:

Eagle

The trade mark of Eagle Macaroni company, Chicago, Ill. was registered for use on alimentary pastes including macaroni, spaghetti in different sizes and shapes, vermicelli and egg noodles. Application was filed June 4, 1931, published by the patent office July 21, 1931 and in the Aug. 15, 1931 issue of The Macaroni Journal.

Owner claims use since April 1, 1931. The trade mark is the picture of an eagle. **Cyrilla**

The trade mark of the Chicago Macaroni Co., Chicago, Ill. was registered for use on macaroni. Application was filed Dec. 17, 1930, published Aug. 4, 1931 by the patent office and in the Sept. 15, 1931 issue of The Macaroni Journal. Owner claims use since 1915. The trade name is in black type.

TRADE MARKS APPLIED FOR

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

Golden Rule

The private brand trade mark of the Citizens Wholesale Supply Co., Columbus, O. for use on macaroni, spaghetti, egg noodles and other groceries. Applications were filed June 1, 1931 and published Oct. 6, 1931. Owner claims use since Oct. 31, 1894. The trade name is in heavy type.

Ritter

The private brand trade mark of P. J. Ritter company, Philadelphia, Pa. for use on spaghetti and tomato juice. Application was filed July 23, 1931 and published Oct. 13, 1931. Owner claims use since November 1924 on spaghetti. The trade name is in outlined letters.

Golden

The trade mark of the Golden Age Corp., New York, N. Y., for use on noodles. Application was filed Aug. 7, 1931 and published Oct. 27, 1931. Owner claims use since Nov. 15, 1930. The trade name is in outlined letters.

Before a man is big enough to supervise the activities of others he must first be able to direct himself.

Kings' Luxury Now Common Food Article

When the knights of old and their ladies fair gathered about the banquet board their fare was largely meats, gravies, and pastries, all heavily spiced. Spices were commonly used to disguise the flavor of foods which, because of

the lack of proper refrigeration, had become slightly off in taste. Spices were the luxury of kings and the quest for them sent armies marching, started the mallets clattering in a thousand shipyards, and raised the black flag to the top of the tall masts of innumerable private vessels.

A few grains of spice go a long way in the average modern kitchen, but commerce in this valuable palate pleaser has shown no signs of slackening. Spices have become a necessity.

In common with other imported foodstuffs all spices shipped into the United States must be submitted to the skillful analytical methods of government food officials who examine these products to measure that they meet the specifications for purity and honesty of labeling required by the Federal food and drugs act.

Officials stationed at eastern ports alone examined more than 36,000,000 lbs. of spices entered during the year which ended May 31, 1931. This huge supply included more than a score of different varieties and but 1,500,000 lbs. were retained for their failure to meet the requirements of the national pure food law.

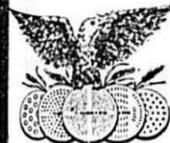
The housewife who goes to the store for spices should consult her grocer to the nature and cost of different grades and varieties. Few buyers know very much about spices—where they come from and what they are. Some people still believe that allspice is so named because it contains all the spices in a mixture. Allspice really is the dried unripe fruit of the pimento tree. Allspice gets its name because it has been said to have the odor of all the spices. Similar popular misconceptions are common with regard to other spices.

It is easier to break the will of a woman than to break the will of a man.

November 15, 1931

THE MACARONI JOURNAL

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TRADE MARK

NOTICE



Subscriber
N. M. M. A. NO. 66

For the information of interested customers we want it known that we have no salesman or representative on the Road.

Most of our business originates from satisfied customers, while new business is guided our way by the unquestionable reputation we have earned and so passionately guarded for the past 28 years.

However, we are always glad to call upon customers whose *Die* problems may require **EXPERT ADVICE**

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, N. Y.

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

QUALITY SEMOLINA

Strong, Uniform
and of
Good Color



WE ARE SUBSCRIBERS

CROOKSTON MILLING Co.

Crookston, Minn.

Important Announcement

We Are Receiving Frequently

New Lots Good Color

CERTIFIED GRANULAR EGG YOLK

Specially Selected For Noodle Trade

PRICES ARE RIGHT!!!

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Manager Noodle Egg Yolk Department for Details



JOE LOWE CORPORATION

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

LAZY DOLLARS or BUSY DOLLARS

By ROBERT E. JOHNSTON
Advertising Executive, New York City

The difference between good business with everybody happy and bad business with everybody sad is easily understood if we think about dollars as workers. When dollars work they produce—when they are idle they consume.

For instance, here is just a part of the work your dollars do when you make a purchase of a \$20 suit or dress:

You pay the retail store \$20. The merchant pays the manufacturer \$12. For help, rent, light, heat and other expenses he also pays out \$7. That leaves the merchant \$1 for his own use, which he spends with butcher, grocers and candle stick makers. So your \$20 has gone right to work.

But it doesn't stop there. The manufacturer who receives \$12 puts it to work by paying \$4.50 for material, \$4.50 for labor, \$2 for overhead, and puts \$1 in his pocket to be spent for food, clothing, shelter and his other needs.

Nor do your busy little dollar-ants stop with the manufacturer. The retail help put their salaries to work, the laborers who made your suit put their wages to work and the landlords spend their rents, the lighting companies, food stores and all others who do business with the host of people who are able to spend a few dollars or a few cents because you have started the ball rolling—all these keep the ball rolling and rolling until its force is spent.

Let's foot it up and see about how much work these busy dollars of yours have done.

| | |
|---|---------|
| The clothier received and put to work..... | \$20.00 |
| The manufacturer received and put to work..... | 12.00 |
| Landlords received and put to work..... | 7.00 |
| Retail help received and put to work..... | 6.00 |
| Labor received and put to work..... | 8.00 |
| Service companies received and put to work..... | 2.00 |
| Other retailers received and put to work..... | 11.00 |
| and start the whole thing over again. | |

Or, a total of money in trade and circulation due to your \$20 purchase of \$66.

There are about 30 million families in the United States. If each of these families should spend one dollar per day more than it is now spending, the daily turnover in trade and activity would be increased by 30 million dollars per day, over 200 million dollars per week and over 10 billions per year. For every extra dollar that is put in useful work, 3½ to 4 dollars actually go to work. And every dollar which fear keeps from going to work takes 4 dollars into hiding with it.

What can you and I do to help put American business back on its feet?

First, we must look into our own minds to see if we are really scared.

Second, we must find out what it is that is scaring us.

Third, we must convince ourselves that

we are not children to be scared of the dark.

Fourth, we must get a firm grip on our individual courage.

Fifth, we must act with courage on our behalf in ourselves, our community, our country.

With courage and faith in our hearts we will refuse to live cramped lives, refuse to pinch and hgggle, insist to ourselves on better living, insist on having the things and surroundings we want.

With that spirit abroad, lazy dollars will go to work.

Futures Trading Drops

Trading in grain futures in the United States, although it reached a total of 17,034,201,000 bu. in the fiscal year ended June 30, 1931, and exceeded the low record of 1923-24 by about 38%, was 32% less than the previous year and the smallest since 1924, says the annual report to Secretary Hyde of J. W. T. Duvel, chief of the grain futures administration of the U. S. Department of Agriculture.

Although grain futures trading as a whole showed a decrease the trading in corn was about 50% greater than in the previous year. Trading in wheat was about 50% less. A short corn crop and a close adjustment between supply and demand account for the increase in the futures trading in corn. The drop in wheat futures trading is attributed to the large supply of wheat, the operations of

the Grain Stabilization corporation, the limited foreign demand, the unsettled stock market and the worldwide business uncertainty.

Despite the large drop in futures trading, the report says it was less than the decline of trading on the New York Stock Exchange. Grain futures trading dropped 32%, while stock exchange trading dropped 38%.

Most of the futures trading was on the Chicago Board of Trade. The total volume there was 14,504,286,000 bu. The largest volume of trading for any one day was Aug. 6, 1930, when it reached 180,127,000 bu.

Husbands as Cooks

The Independent Woman presents in October an article on the achievements of men in woman's sphere—the kitchen.

"Men who venture into a kitchen almost always come out good cooks."

Those whose business leaves them little time for homely enjoyment find the greatest delight in cooking. Give a traveling salesman the freedom of the kitchen and he will have a fine time "indulging all his suppressed culinary desires."

The actor husband of the author of "My Husband Cooks" can work wonders with a 2 burner stove in a kitchenette. He does his own marketing and plans his menus. For example, "shrimp cocktail with a real zest to it; spaghetti with a rich sauce that cannot be bought in a can or ordered in a restaurant; crisp endive making a pattern with cool slivers of orange; coffee that would satisfy a connoisseur.

"When my husband cooks, he wrecks the kitchen but we eat magnificently." A fine disregard for a mounting stack of dirty dishes is the sure mark of a good cook. No confection to delight the palate was ever produced by a cook who kept one eye on the dishpan.

If you would be happy smile inwardly. If you would make others happy smile outwardly.

Cashew Not a Nut

Comparatively unknown a few years ago, the cashew nut now rivals the walnut and pecan in popularity and may be bought in almost any drug or grocery store. Last year this country consumed more than 5,000,000 pounds of cashews. The cashew "nut" is not really a nut, says T. Ralph Robinson, of the United States Department of Agriculture, but the seed of a fleshy fruit borne in clusters on a large evergreen tropical tree. Curiously, the seed is attached to the outside, at the lower end of the fruit. The cashew tree thrives in Porto Rico and other West Indian islands, and a few trees have fruited in Florida.

If the lamb tried to keep up with Mary now-a-days, it would have to walk in its sleep.

Cast Out Fear

If humanity would cast out fear, the ills that beset the world would begin to fade like mists of the morning.

Fear is the forerunner of catastrophe, the begetter of violence, the seed of war.

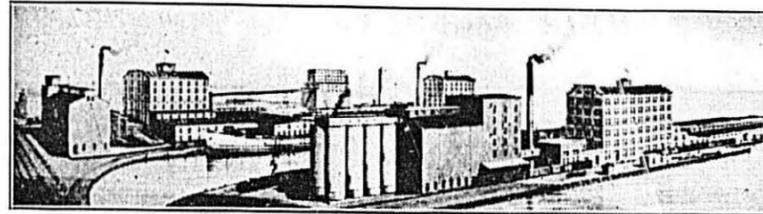
Fear blocks the channels of trade and turns the busy markets of the world into places where men whisper together and tremble at every rumor like leaves in the wind.

Fear puts the bomb into the assassin's hand.

Fear lets loose the forces of persecution.

Fear is the end of happiness.

Cast it out. Be done with it. Make up your mind that your life will not be added to those shipwrecked on the rock of fear.—*London Express*.



HOURGLASS SEMOLINA

For the Discriminating Manufacturer Who Demands

QUALITY

Location Enables Prompt Shipment
Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

Secrets of Successful Trade Marking

Shape Your Trade Mark to Fit Your Smallest Package

By WALDON FAWCETT

A change in federal food legislation which is afoot for the 72nd Congress of the United States is calculated to give the macaroni-noodle group a nudge that is worth heeding even aside from this new development. The moral that is just now being pointed so forcefully shows the wisdom of pinning one's merchandising faith to a snug, compact, trade mark. Meaning a brand name or brand design that may be adequately and legibly displayed in limited space. In other words, the tip is to pick a trade mark that is capable of living in "reduced circumstances" without loss of dignity.

There are several reasons why the formula of trade mark condensation or compression is good policy, aside and apart from the urge in the latest news from Washington. For one thing there is increasing recourse in the macaroni field to free sampling or the distribution at nominal price of "trial size," introductory packages. This employment of the small size package as an entering wedge affords correspondingly small space on the wrapper or carton for a trade mark. Hence the advantage of the trade mark device that requires a modest area for display. Another latter day argument for the type of trade mark which will stand a squeeze is supplied by the popularity of 5 and 10c sizes of packaged grocery specialties. Here again it is a case of the subnormal size package and the advantage of having a trade mark that will stand shrinkage. More of the same argument will be supplied as macaroni is sold in increasing quantities in the automatic vending machines that are coming into use for the mechanical retailing of all manner of food specialties in apartment house lobbies, chain stores and elsewhere.

Expect Passage of "Truth-in-Packaging" Law

Now, on top of all these other trends comes the urge that above the other influences is calculated to sway the watchful macaroni marketer in the direction of the tabloid trade mark. The "spot news" is that the deceptive package and slack-filled container bill is coming back in the new congress. Congressman G. N. Haugen tells me that he plans to introduce a fresh edition of the much discussed bill early in the first session of this Congress. The U. S. Food and Drug Administration will again support this "truth-in-packaging" program and Mr. Haugen is confident that it will pass both branches of the national legislature within the next 2 years. Indeed, the House of Representatives has repeatedly approved the Haugen bill. It is only a question of getting the more deliberate Senate to give atten-

tion to this proposed annex of the federal food law.

Doubtless every reader of the Macaroni Journal is familiar with the "Slack Pack" plot which the Department of Agriculture has consistently pressed to the attention of Congress for upward of a decade. It has a dual corrective purpose. First, it seeks to outlaw panel bottles, and push-up bottles such as are used to exaggerate the appearance of olive oil, flavoring extracts, etc. Secondly, and of more significance, it would denounce as being "misbranded" under the food and drug act all containers which are under-filled or slack packed. The dictum at the regulatory headquarters is that it matters not that a package bears a true statement of its contents in terms of weight, measurement, or numerical count, if the size, shape and dimensions of the package are such as to lead a casual buyer at retail to suppose that he is getting a larger quantity of goods than is actually the case.

Why an "Elastic" Trade Mark

If Congress puts through a rigid prohibition on slacker packages it will have on the part of every individual food packager one of 2 consequences. Either he will have to fill his containers to the brim, which maybe he cannot afford to do without raising his unit price. Or else he will have to resort to a smaller package; a container that will afford a snug fit for the net contents. It is not difficult to predict that in the great majority of cases the choice will be for the container reduced downward in size. It is possible that federal enforcement officers would even object to the use of much internal packing, such as liners, padding, trays, fillers, separators, etc. in which event packages would have to be so fashioned as to hug the contents all the tighter to prevent shifting and breakage.

Grant that package reform legislation, if and when it comes, will compel policies of restraint in package styles, and we have all but won our argument for an elastic trade mark that is capable of graceful shrinkage. It goes without saying that the macaroni tradesman who desires to consolidate his business good will cannot think of employing several trade marks, one for his large packages and another for the little fellows. His only salvation is to feature a blanket trade mark applicable to his full line, and that means a mark that can find legible footing on the smallest package in the family.

If the macaroni brander does not pick an elastic trade mark in the beginning, or if he does not make occasion to revise his existing trade mark so as to make it

adjustable to his package range, he is liable when federal control of packaging comes to pass to be driven to a very undesirable expedient. This escape from the package dilemma is nothing less than the not uncommon practice of abbreviating a trade mark. It is a simple and easy way of cutting a trade mark suit to fit a shorter length of cloth.

Plain but Attractive Trademark

Trade mark abbreviation may be literally that. The shortening of words or the chopping of phrases. More often, though, it becomes a case of curtailment that means actual discard. The space-shorn packer who has, let us suppose, what is known as a composite trade mark, selects for future use a key word or a nucleus name or a dominating picture, and, taking that fraction of the combined design as his essential trade mark, he virtually abandons the lesser features of the erstwhile mark. This pruning of an old-established trade mark is dangerous if the purchasing public has been led through years of usage to look for the trade mark design in its entirety. Furthermore trade mark cut-away revision is a risk in that the owner, if he finds it necessary to prosecute a trespasser for infringement may be embarrassed to confess that the mark he is using is quite different, or of narrower scope than the mark he has registered at the U. S. Patent Office. Indeed, if a brand owner is going to do a job of trade mark surgery in order to reconcile his pet to cramped quarters his only safe course is to immediately reregister the extract of the old mark that survives.

The preferable plan, in the estimation of the best qualified trade mark experts is to work up a trade mark pattern that may in all its glory be transplanted from large to small, or small to large packages as need may arise. As luck has it the trade mark need is quite in line with the spirit of the times in packaging technique. As our readers have doubtless observed, the drift nowadays is all in the direction of strong but simple designs for package "dress." Plain surfaces are the vogue permitting broad splashes of color and bold typography, visible at a distance. Above all, terse, simple, readily comprehensible inscriptions, the purpose of which may be grasped at a glance by hurried customers, touch-and-go window shoppers, etc. The principles of concentration upon essentials which are making our virile and vivid packages are precisely the same that, if applied to trade mark execution, will produce the label that will commandingly shout its message regardless of the size of the package.

In behalf of the elastic trade mark it is also to be remembered that even the

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largest macaroni carton has ends where there is not too ample for printed salesmanship. If the macaroni packer desires to conform to modern "all-faces" trade marking, it will be to his advantage to use a trade mark that can be accommodated without sacrifice of display-power on the carton ends.

New Ways to Beat Depression

Nothing is more dangerous in business than to assume that there is nothing new on the horizon, suggests Dr. Julius Klein, assistant secretary of commerce, in his latest comment on the depression.

"Do you think things stand still in a depression?" he asks in the American magazine. "Do you think it's just a matter of standing by and waiting for better times? If you do you may have long wait before better times hit you. A depression is just the time when things happen to business with increased speed."

Every business slump, it appears, has been the signal for new inventions, new methods of doing business, even new industries. And the men who were able to see what these new inventions meant in terms of their own jobs, who sensed the significance of these new ideas, who saw the possibilities of these new industries, were the men who got ahead during the depression and went on to leadership in the new days of prosperity that followed. Today history is repeating itself, Dr. Klein declares. "And if you want more

money or a better job or increased business," he adds, "then strap on your watch and keep an eye on what old Father Time is doing. Make him work for you, because if you don't, he's pretty likely to work against you."

"Look what he's doing now. He's changing the sales map of the world with the aid of constantly improving transportation and communication facilities. He's changing the whole system of marketing, with new ideas in merchandising, chain stores, cooperatives, new installment systems. He's opening up all sorts of magic possibilities in the field of production, through the work of efficiency engineers, research workers and chemists."

General Mills Announces "Embo," New Food Product

James F. Bell, president of General Mills, Inc., has announced the introductory merchandising of purified wheat embryo under the trade name "Embo." Through requests and cooperation with government nutrition authorities and members of the medical profession interested in vitamin diet, wheat germ one of the most potent carriers of essential vitamins found in nature, is now for the first time made available in purified form by General Mills, Inc. "The new product is designed to furnish to the public in convenient form the valuable nutritional properties of the

wheat germ. The discovery of the product is the result of lengthy technical researches in General Mills, Inc., laboratories. An exclusive and especially designed equipment has been perfected. This achieves the recovery of the purified wheat germ by milling operations, which take from the wheat berry the embryo in a form that retains all its natural high vitamin and nutritional value, as substantiated by the acceptance of the product by the committee on foods of the American Medical association," Mr. Bell stated.

"Embo" will be packed in one pound vacuum cans to preserve its freshness and will be made available to the general public through physicians and the drug trade.

Macaroni Maker's Home Bombed

While Nunzio Russo and family were vacationing at their summer cottage last month the 20 room home of this well known macaroni manufacturer in Chicago was wrecked by 2 explosions, supposedly of nitroglycerin and resultant fire. The family was immediately notified of the dastardly deed and although a rigid investigation was ordered, no clue to the identity of the perpetrators of the deed was uncovered. Mr. Russo knows of no personal reasons for the attack. The damage is estimated in excess of \$35,000.

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"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

Signs of Better Times

Pulling against the current is no new undertaking for Mrs. C. H. Smith of noodle fame because she takes great pride in the business she has built in Ellwood City, Pa. under conditions that would have discouraged many a stout hearted man. Last month she again demonstrated her courage in the face of general business trends to the contrary. Starting Sept. 1, 1931 every employe in the plant from janitor to proprietor was given a substantial increase in wages and salaries. "Our action is not a mere gesture," says Mrs. Smith who is the spokesman of the concern (Mr. Smith always assuming the attitude of silent partner), "but the result of a splendid increase in business due to the loyalty of employes and our desire to show our appreciation in this manner. Contented employes are much more valuable to an organization than are those who grumble and do their duties grudgingly. It will cost our firm a few dollars more each payday but what difference does that make if our employes help us make a better product and sell more of it to satisfied buyers?"

Well, what else could be expected from a woman?

Future Leaders Appear

"It's a boy!"

That was the cheering message given to 3 proud fathers last September and October which would indicate that boy babies are the style right now among macaroni manufacturing folks.

The first glad tidings came from St. Paul, Minn. on Sept. 8 when a son, their first child was born to Mr. and Mrs. Walter F. Villaume. Quite naturally Walter, Junior, is to be its name and macaroni making its life game.

The second broadcast came from the Norwegian-American hospital, Chicago, and Nicholas Traficanti, equal partner of the better known Frank Traficanti of Traficanti Brothers cheerfully announced the birth of a son and heir, on Oct. 26. Already a place is being made for him in "Aunt Sarah's" plant in the Windy City.

To help him with his advertising and merchandising plans, Hal Ranck, merchandising manager of the National

Macaroni Manufacturers association will soon be able to depend on his son born Oct. 27 in Passavant hospital, Chicago. Congratulations to the proud parents and long life to the infants!

150 Carloads of Macaroni

In 1930 within a period of one or two weeks the 10,000 independent grocery stores in the United States in the Independent Grocers Alliance sold 150 carloads of macaroni products, according to C. P. Binner advertising counsel for the organization, in an article prepared for Editor & Publisher for September 1931. During the same period the same stores sold 65 carloads of matches, 500 carloads of salt, 100 carloads of toilet paper, 120 carloads of sliced peaches, 4,600,000 lbs. of Christmas candy, etc.

Statement was made also of its new advertising campaign that will run in 737 newspapers, calling for an expenditure of \$757,000 in 12 months. According to the same authority the organization has a buying power of \$500,000,000 and serves approximately 11,226,000 families in 38 states embracing territory in the middle west, Atlantic seaboard and the gulf coast area.

Apple Pie

Judging a pie is like judging a book or a person. You must go deeper than the cover. So when the Exposition of Women's Arts and Industries in New York wanted to know which of 25 apple pie entries was the best it didn't call in graduate dietitians, French chefs or famous cooks but went out into the street and got a hungry boy of 12 years.

The boy didn't merely taste each pie; he ate generous samples, made his selection and the prize was awarded accordingly. The pie he liked the most he declared the best. Very likely it was. At least the public will abide by his decision.

It is obvious that a modern woman cannot judge a pie. Though there are some who still bake them and do a very excellent job of it, they do not eat them in this day of dieting. To be appreciated an apple pie must be eaten with gusto and without restraint. Nor is anything less than a full quarter a fair test.

No man is a fair judge because all

men are prejudiced in favor of some particular pie in the past—the apple pie that mother used to make. Judging from all reports the last generation of mothers were all master apple pie bakers.

But a boy with the healthy appetite of 12! There is an authority for you! He knows nothing about the technic of pie making but what he doesn't know about substance and savor, hide and stuffing isn't worth knowing.

What Is Good Will?

A very able judge recently gave the definition of good will—

Good will is the disposition of the well pleased customer to return to the place where he has been well treated.

Better have this definition printed on a tinted card, about 12 by 15 inches, and hang it up in every room in your building.

Teach it to every new shop assistant. Make it the rule of your firm. You couldn't possibly have a better one.

The good will of a firm may be worth more to a firm than its capital, or it may be worth nothing.

In fact, many firms have no good will at all. On the contrary, they have ill will.

They have hundreds, perhaps thousands, of ex-customers who never patronize them.

The point for every firm to remember is that it is creating or destroying good will every hour of the day.

Whenever a customer goes off in a bad temper, there is a shrinkage in the good will; and whenever a customer goes off with a smile, the good will has grown larger.

Treat your customers well—that is the way to pile up a fortune of good will.

Make them want to come back—that is the new technique that must be taught to all salespeople.

Nothing else reduces costs as good will does.

Nothing else increases sales as good will does.

And nothing else makes an organization run so smoothly and so pleasantly as the daily production of good will.—*The Efficiency Magazine.*

Honesty made use of because it is profitable is dishonesty.

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.

TRUTHFUL LABELS

If the American consumer does not become "label minded" no blame can be charged against the United States Department of Agriculture which is carrying on a campaign of education that will make it more imperative than ever that food manufacturers tell a full, true story of the contents on the labels of cans and packages. In newspapers and food magazines have appeared from time to time releases from the Department of Food and Drug Administration explaining not only the legal requirements but urging buyers to check carefully to see that the contents are up to the standard implied by the legend on the label and to report all flagrant violations, first to the dealer or manufacturer and later to the Federal authorities, if need be.

Number 7 of the "Read the Label Series" deals with chicken foods. In a general way the provisions apply to all foods intended for human consumption.

Labels on Chicken Foods

Many a fat roasting hen or other fowl from the backyard flock will go into the family kettle this Thanksgiving, but cliff dwellers in the cities will have to trust to the meat market, the delicatessen, or grocery store if they want chicken for the festive table.

It is now possible to buy in can, box, or bottle every kind of chicken product,

from broth to canned whole fowls, says Dr. L. D. Elliott, of the Federal Food and Drug Administration. Under the national pure food law all these products must be honestly labeled and the container must be marked with words which indicate the weight or the quantity of the contents. By reading carefully the labels on the containers buyers can determine just what they are getting.

Doctor Elliott calls the roll of some of the different types of canned chicken products as follows:

"Whole chicken" and "half chicken" are placed in cans, sealed, and processed. Some packers add a solution of gelatine or agar-agar, which serves the purpose of solidifying the contents. This solidification helps to prevent damage by shaking. If gelatine or agar-agar is added, the label will say so and tell which material is used.

"Boned chicken" or "boneless chicken" is meat, with or without the normal amount of skin, sterilized in cans and jars, and is generally packed with the addition of a small amount of salt, chicken fat, and sometimes with a small quantity of chicken broth to moisten the product. In case agar-agar or gelatine is added the label will state that fact. "Potted" or "Deviled chicken" is made of ground pieces of meat, often spiced. "Chicken a la king," "Chicken chop suey," and the like contain in addition to

the meat various quantities of vegetables, condiments, and flavoring materials.

The names of the products themselves suggest the nature of the products with which the chicken meat is packed. A product labeled, for example, "chicken for salad," must be chopped meat without additions, but one labeled "chicken for salad with celery and condiments" will contain substantial quantities of celery in addition to the meat—also flavors. If gelatine or agar-agar is added to any of these foods, its presence must be declared on the label.

Small Talk

There is a safety appliance for just about everything except a wagging tongue.

Inattention is one of the great causes of accidents. You can't gossip with the fellow next to you on the job and give your work the attention to which it is entitled. The same thing holds true when you are driving a car. If you are talking to your passengers your mind is not on the task of driving safely.

There is a time and a place for everything. Idle gossip—small talk—is all right in its place—but it doesn't belong in the plant.

It's fun of course—but after all it's hardly fair to your fellow worker, your company, or yourself.

Many an accident has been charged up to a roving mind.—*The Safety Worker.*

S. A. B. I. E. M.

Bologna, Italy

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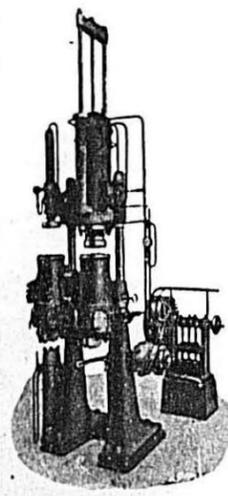
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MACARONI

The Ideal Fall and Winter Food

By MILDRED KITCHEN
Home Economics Editor, Los Angeles, Cal., Evening Herald

In spite of the fact that there are few foods more nutritive more palatable and more capable of being served in a variety of ways, it is surprising to note the comparatively small amount of macaroni or spaghetti that is used on the average home table.

Too many homemakers constantly serve potatoes, a good food, yet lacking the high nutritive value of the pastes, due to the large amount of gluten they contain.

It has been said that gluten is to wheat what lean is to meat, one writer stating that purchasing macaroni is like buying meat and getting less bone, less gristle and less fat, but about twice as much lean for one's expenditure.

Macaroni is one of those foods which will keep almost indefinitely unless subjected to moisture. It is always possible for the homemaker to keep on hand some cheese and a can of tomatoes, or a prepared mushroom sauce, or a can of evaporated milk.

With these supplies on hand she need never be at a loss for a last-minute dish to prepare for the unexpected guest. The addition of the savory sauce and the cheese converts the macaroni into a swell balanced dish containing 3 valuable food elements—starch, protein and fat. A green vegetable or a crisp salad, or both, should accompany such a dish and a crisp bread, such as bran muffins, is also a desirable accompaniment.

For family dinners meat served with macaroni instead of potatoes, will be found a most welcome change for fall and winter menus:

ITALIAN MACARONI

(With Beef)

- Three pounds beef rump roast.
- Two tablespoons olive oil.
- One large onion, cut fine.
- Two cans condensed tomato soup.
- Two cans water.
- Two tablespoons sugar.
- One and one half teaspoons salt.
- One half teaspoon pepper.
- Two teaspoons cinnamon.
- One teaspoon allspice.
- One pound macaroni.
- One fourth pound cheese, grated.

Brown meat well on both sides in olive oil in large kettle. Remove meat and brown onion, having fire low and kettle covered, to prevent burning. Replace meat in kettle. Add soup, water, sugar, salt, pepper and spices. Cook slowly for 2 hours. Cook macaroni in boiling salted water until tender, then drain. When meat is tender place on hot platter ready to serve. Melt cheese in gravy and add

cooked macaroni. Garnish meat with gravy and serve immediately.

MACARONI HAM CUSTARD

(With Pineapple sauce)

- One half pound macaroni.
- One and one half cups chopped cooked ham.
- One cup milk.
- One egg.
- Salt.
- Pepper.
- Eight slices pineapple.

Cook macaroni in boiling salted water until tender, then drain. Add chopped ham, milk, slightly beaten egg and season to taste. Place in buttered ring molds or custard cups, place in a pan of hot water and bake in a slow oven (300 degrees F.) until the custard is firm. Remove each custard from its mold and place on a ring of pineapple, drained from the syrup and sauted in butter until brown. Top with pineapple butter sauce made as follows: Brown 1½ tablespoons of butter, add tablespoonful flour and mix together. Add slowly ¾ cup of pineapple syrup and a speck of salt. Cook until thickened. Serves 8.

In a period of deflation, "put up or shut up"—means put up more collateral or shut up shop.

Macaroni Imports Up; Exports Down

While the trend of international trade in macaroni products has been very generally downward the past 2 years, the records for August 1931 show a decided increase in the quantity and value of macaroni products imported by the United States, though the export of domestic macaroni continues to decrease. Thus while the imports are within approximately 12½% of the 1930 business in the 8-month period compared, the exports have fallen off nearly 45%.

Imports Up

During August 1931, according to the commercial records of the Bureau of Foreign and Domestic Commerce, this country imported a total of 218,436 lbs. of foreign made macaroni products at a cost of \$16,042. While this is insignificant as compared with the monthly average of nearly 10,000,000 lbs. in 1913, it does show a pickup in the business that has been on the down grade for years. In August 1930 the imports had fallen off to only 149,284 lbs. worth \$11,328.

From Jan. 1 to Aug. 31, 1931 the imports of macaroni products totaled 1,501,852 lbs. worth \$112,006, as compared with a total importation of 1,793,391 lbs.

"Carry On"

The number of charitable and well-meaning persons who are now literally working for the dole in this country is simply appalling. In this group should be classed all organizations, bureaus, committees and interests which are organizing under the noble purpose to aid the unemployed through the coming winter. That the need exists, that due preparation is necessary, cannot be questioned. That the publicity attending such effort and the well advertised bustle of preparation is working desperate harm is, however, perfectly apparent. It is as though a great many people of wealth and prominence and many others of high intelligence but faulty judgment, having access to the public prints, are determined to spread the doctrine that the United States is in the way of becoming a poor house.

Almost shocking in its simple logic therefore, flashes the question, "A Dole for Dole—or an Hour of Work?" Is this, in fact, the alternative? If so, were high time that charity be neglected for the renaissance of industry.

Not only the automobile industry as a whole, but the business world at large is indebted to Alvan Macauley and the Packard Motor Car Co. for the advertisement, appearing in newspapers recently in which this question was so strikingly set up. That it is an advertisement, or of one company's product or the product of an industry but of a fundamental idea is its unique distinction. It is the idea expressed by that slogan which did so much for England in the dark days of the world war, "Carry On."—Automobile Topics.

in the same period last year at a cost of \$149,597.

Exports Down

Figures on exports of domestic macaroni products for August 1931 reflect continuation of the downward trend in this line of business that started late in 1929. Only 323,848 lbs. were exported that month bringing exporters \$21,788 as compared with 787,947 lbs. worth \$62,000 in August 1930 and 841,464 lbs. value at \$83,163, the exports in August 1929.

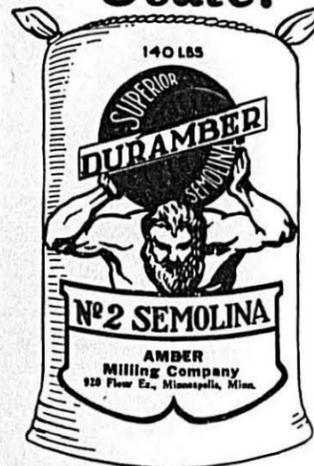
Among the 10 largest buyers of American made macaroni products among foreign nations or possessions during August 1931 are:

| Country | Quantity purchased | Value |
|-------------------------|--------------------|------------|
| United Kingdom..... | 76,575 lbs. | \$4,995.00 |
| Hawaii | 64,001 lbs. | 5,350.00 |
| Canada | 44,603 lbs. | 3,772.00 |
| Panama | 39,648 lbs. | 2,165.00 |
| Dominican Republic..... | 32,989 lbs. | 2,166.00 |
| Cuba | 25,790 lbs. | 1,483.00 |
| Porto Rico..... | 23,064 lbs. | 1,954.00 |
| China | 17,812 lbs. | 867.00 |
| Japan | 9,850 lbs. | 427.00 |
| Haiti Republic..... | 7,743 lbs. | 361.00 |

Thirty-one other nations and territories purchased smaller amounts during the month.

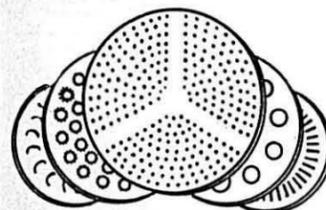
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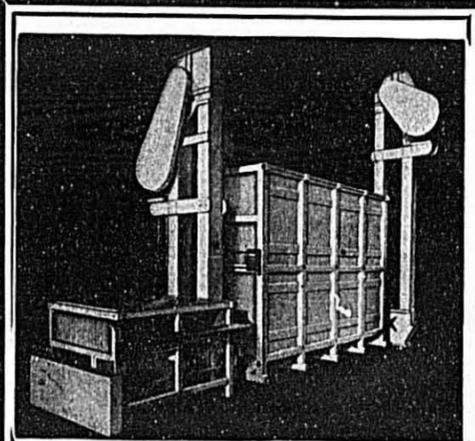
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Notes of the Macaroni Industry

Carlo DeMarco Passes

Carlo De Marco, macaroni manufacturer in Hazelton, Pa. for nearly a half century, died last month in a Philadelphia hospital after a long illness. He was born in Italy but came to this country with his parents when only 9 years of age. He received a limited education in the American schools but early chose to follow the profession of macaroni making, first as an employe and later as owner of a fair-sized plant. His sons later joined him in operating a profitable business which includes macaroni manufacturing and the wholesaling of imported goods in the Hazelton district.

Civic League Visits Plant

Nearly a hundred members of the St. Paul Women's Civic League were guests of the Minnesota Macaroni company on Oct. 5, partaking of an elaborate luncheon of macaroni products served in the firm's spacious dining room. Following the luncheon the women were taken through the plant to see how macaroni products are made. Mrs. Anna Lundsted, leading officer of the organization was in charge.

During the luncheon Vice President Walter F. Villame of the macaroni firm entertained the guests with a spaghetti legend of the accidental discovery of how to make this most nutritious food. A Chinese miss was busy with her household duties and while preparing the noon meal, stopped to talk with friends. The paste she had made from water and flour was carelessly left on the edge of the table. Soon the mixture dripped over the side of the table, forming strips which quickly dried in the sun. The next morning an Italian sailor happened to see the dried dough strips and examining them came to the conclusion that they would make an excellent food if cooked. He tried and found it delicious.

This observant sailor was named Spaghetti. When he made known his discovery to his friends in Italy, they also found it very palatable and satisfying, and in recognition of the discoverer named the product "Spaghetti."

Following the tour of the plant each guest was presented with 2 packages of the firm's products and a Thrift Cook Book, with the admonition to buy home town products as one way to help the present unemployment situation and to practice economy in the household.

Safety Congress and Accident Prevention

The twentieth annual safety congress and exposition under auspices of the National Safety Council was held Oct. 12-16 in the Stevens hotel, Chicago with representatives present from railroads, highway organizations, automobile groups and factories.

Particular attention was given to accident prevention on highways, in factories, mills, mines and on farms. The

opening day session was devoted to a study of street and highway traffic problems. Tuesday's program included the traffic school and statistical section. The third day meeting dealt with the problem of child education as a means of reducing preventable accidents, while community safety was treated the closing day.

The whole theme of the Twentieth Safety Congress was actual demonstration of how voluntary agencies and constituted authorities are setting about to reduce America's annual toll of 100,000 accidental deaths and untold number of preventable injuries.

Several macaroni manufacturing firms that hold membership in the congress had representatives at the convention, showing much interest in the accident prevention program affecting plant machinery.

Speakerless Convention

The 1931 convention of the Associated Grocery Manufacturers association will be held Nov. 19-20 in the new Waldorf-Astoria hotel, New York city. It will be the 23rd annual meeting of this leading organization of food manufacturers and distributors.

According to official announcement the usual convention features, including outside speakers, banquets and unusual entertainments will be eliminated and the whole program devoted to business matters, strictly, on the ground that present conditions do not warrant the usual convention frills.

Many leading macaroni manufacturers hold membership in this organization and usually it has been found convenient to hold a group meeting of the macaroni men in connection with this convention. Macaroni manufacturers belong to the cereal section of the organization.

Held in Debt Guarantee

The appellate division of the Supreme Court of New York state sitting in Rome, upheld the ruling of the lower courts in the case of the Home Noodle Manufacturing Company vs. M. Del Nero and associates, confirming judgment of \$2,160.07 with \$10 costs.

In 1922 the Home Noodle company changed hands, the present owners being guaranteed clear title, with the seller giving bonds to assure payment of all claims against the firm rising out of transactions prior to the sale. Soon after the sale George Breon, shoo manufacturer of Philadelphia sued the needle company for goods delivered before the sale and was given judgment. The appellate division and the court of appeals reviewed the claim and decision and affirmed the judgment.

The Home Noodle company then sued Del Nero and associates to compel them to live up to their bond guaranteeing payment of this claim. The case was set for trial last June and when the defendants failed to appear, the plaintiff asked for judgment in default, which was granted by the judge of the county court. Del

Nero and associates then petitioned the court to reopen the case, and when action was denied they took the matter to the appellate division with the aforementioned results. The seller's bond guaranteeing against all claims will be held pending payment of the Breon claim and costs.

Macaroni Week in Seattle

The Seattle (Wash.) Times announced observance of National Macaroni Week starting Oct. 13 during which the food values of macaroni, spaghetti and egg noodles were emphasized in the papers through window displays and suggestions by grocery clerks.

In the observance of the occasion the Dorothy Neighbors Department in Seattle had appetizing displays of products with suggestions for many tempting dishes, especially suitable for the main meals, picnics, and school lunches.

Macaroni Operations Curtailed

The Financial Post of Toronto, Oct. 10 reports that macaroni production in Canada somewhat decreased the first 9 months of this year in keeping with general business trends, and that the operations in the several Canadian plants were sharply curtailed.

This statement is made in connection with a report on the activities of the C. Telli Macaroni Products Corporation Ltd. which was formed in 1928 to acquire several companies manufacturing macaroni, fancy pastes and allied products. Though the dividend on the preferred stock of the concern was passed last December, business has been much better and the prospects are brighter.

In 1930 egg noodles, canned spaghetti and canned beans were added to the products manufactured by the 8 plants now in operation owned by the corporation.

Aime Geoffrion, K. C., is president of the Canadian corporation. A. Bienvenu is vice president, Paul Bienvenu is managing director and Pierce Murphy is secretary.

Lease Property for Factory

A 2-story and basement building 354-358 Mercer st., Jersey City, N. J. has been leased and will be equipped with machinery for manufacture of macaroni, noodles and kindred products. The lessees are Anthony Bonamico, Joseph Lino and Alberto Cecere. The structure is mill construction with about 20,000 square feet of floor space. Anthony Bonamico was formerly engaged in manufacture of macaroni products and is production manager of the late Full Macaroni Co. of that city. He previously was associated with the Barozzi Dry Machine company and is thoroughly experienced in macaroni drying. His associates also have been long connected with the macaroni production and selling. It is planned to have the plant in operation early in 1932.

November 15, 1931

THE MACARONI JOURNAL

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Paying for Things You Don't Possess

By FRANK A. MOTTA
Secretary, Champion Machinery Co., Joliet, Ill.

"Waste makes for want" is a slogan which is still regarded by many manufacturers in the food industries as well as in other industrial lines as a bugaboo with which to frighten little children so

arone manufacturer wants to accomplish include: uniform blending of flour; a definite volume of flour blended during each specific period; a proper sifting arrangement which prevents the inclusion



FRANK A. MOTTA
Champion Machinery Co.

that they become more frugal in their habits.

It is a rather grimly ironic reflection on thousands of food producers that in applying the principles of the "waste not want not" theory to their own problems, they are daily paying out in the U. S. alone millions and millions of dollars.

Perhaps one of the most deplorable aspects of the waste situation is that engendered by the use of obsolete or inadequate machinery or equipment.

To strike nearer home, let us take for example the macaroni manufacturer who still believes he can make profit and progress without a flour outfit or blending bin, or other modern means of doing, by automatic, accurate machinery that which can only be done laboriously and in a time and material wasting manner by manual labor.

There are many irregularities, such as nonuniformity of products due to incomplete blending, an inferior product because of improper aeration and the mixing in of foreign materials with the flour, which creep unnoticed into operation of the small plant inadequately equipped with machinery. Another very serious waste occurs through seepage and leakage of flour, the latter item making up an amazing total every 52 weeks. Some of the things which the mac-

The following machinery units are absolutely essential in a plant which expects to turn out appetizing products in an appreciable volume:

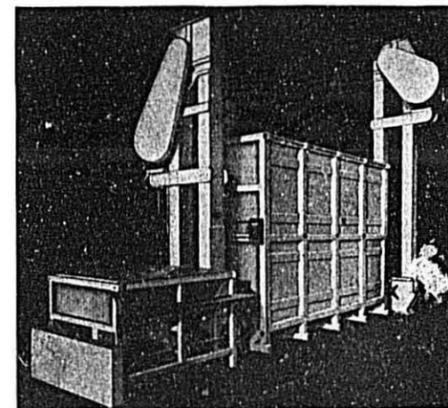
Flour Sifters to insure clean products.
Flour Elevators to save labor and time.
Blenders to insure proper proportions of different grades of flour or semolina.
Automatic Weighing Hopper to save time and enable you to make uniform goods and eliminate all guess work.
Automatic Weighing Water Tank which saves time, in running and also drying when proper amounts are used at the start.

It was one of Andrew Carnegie's great methods of overcoming unemployment, to utilize the periods of depression to scrap all the obsolete machinery in his plants and replace it with new, up-to-date equipment, figuring that the manufacturer using old equipment was paying for modern equipment (though not enjoying its use) in the form of waste, limited output, higher cost of production, and last but not least to escape the ill repute which stigmatizes the user of inferior machinery and old fashioned methods.

Macaroni Maker Weds

At the Church of St. Luke, Saint Paul, Minn., at high noon Saturday Oct. 10, 1931 occurred the wedding of Eugene Joseph Villame, treasurer of the Minnesota Macaroni company of that city and Miss Katherine Murphy of St. Paul. Following the ceremony and a reception in the late afternoon the newlyweds left by automobile on a bridal tour to parts unknown, thence to Chicago where the groom represented his firm at the special meeting of the National Macaroni Manufacturers association on Oct. 27. On their return they will reside in Saint Paul. Mr. Villame is the second son of E. T. Villame, president of the company and a brother of Walter F. who is a member of the Board of Directors of the National association.

It is not the power you generate but the power you transmit that counts.



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
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The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
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ADVERTISING RATES
Display Advertising . . . Rates on Application
Want Ads 50 Cents Per Line

Vol. XIII November 15, 1931 No. 7

Advertising Campaign Underwritten

With a substantial sum definitely subscribed by its underwriters the projected national advertising campaign for canned foods will start in the November or December issues of leading publications.

A special committee representing subscribers will be in charge of the campaign, and this committee is meeting with representatives of the MacManus advertising agency to work out plans for the coming year.

While details of the entire campaign cannot be announced at present, it is stated that it will be essentially educational in character and will be directed to the consumer. Principal mediums to be utilized will be women's magazines.

The advertising will be sponsored by the National Canners association, and will convey directly to millions of American homes scientifically established facts about canned foods.

The forthcoming campaign is not intended to displace advertising now being done by various companies and groups of companies. Instead, it will furnish a background that will make more effective advertising of individual products.

All human nature inclines toward herbs and weeds. The thing to do is to get rid of the weeds.

Macaroni in New School Plan

According to announcements by backers of the plan to promote foods by combined demonstrations in cooking schools and by radio broadcast, the C. F. Mueller company of Jersey City is numbered

among the first 10 pioneer firms interested in the movement. Ten outstanding manufacturers of food products are to cooperate in a series of cooking schools in 20 or more eastern centers as planned by the Radio Cooking Club of America, organized under laws of Maryland and with headquarters in Baltimore.

The first of the series of cooking demonstrations and broadcasting was in Reading, Pa. and the second in Newark, N. J. Changes in location will be made weekly. Miss Eleanor Howe, head of the educational bureau of McCormick & Co. directs the school, which lasts 2 hours daily, 4 days a week. In addition to being demonstrated to a visible audience in a large auditorium, the products of the various manufacturers are discussed from the quality, appetite-pleasing and economy standpoint insofar as these things are of interest to housewives who are always seeking new dishes or new ways of preparing old foods.

Exhibits at Baltimore Show

Two attractive macaroni exhibits were among those in the 160 booths that pleased thousands of visitors at the Baltimore, Md., Food Show the week of Nov. 2-7. One showed products of A. C. Krumm & Son Macaroni company, Philadelphia and the other the products of the C. F. Mueller company, both enjoying a wide distribution in that city. Mrs. M. A. Rich, well known food authority and exhibition manager was in charge of this very successful show.

Do your work better than any one else and you will soon have something better to do.

Organize Corn Research Foundation

Formation of the Corn Industries Research Foundation, an important trade group comprising all manufacturers of the products of corn, with Doctor H. E. Barnard, public health and food expert as its director, has been announced. The foundation will replace the Associated Corn Products Manufacturers which has been in existence several years. Among the sponsors of the organization are: American Maize-Products Co., New York and Chicago; Anheuser-Busch, Inc., St. Louis; Clinton Corn Syrup Refining company, Clinton, Iowa; Corn Products Refining company, New York and Chicago; The Hubinger Company, Keokuk, Iowa; The Huron Milling Co., Harbor Beach, Mich.; The Keever Starch Co., Columbus, O.; Penick & Ford, Ltd., Inc., Cedar Rapids, Iowa; Piel Bros. Starch Co., Indianapolis; A. E. Staley Manufacturing Co., Decatur, Ill.; Union Starch & Refining Co., Columbus, Ind.

The foundation will have as one of its principal purposes cooperation with corn growers, food officials and American housewives in the marketing of packaged goods, the best known of which are starches and syrups; the development of new markets and wider utilization of all

corn products, particularly in the industrial field, where starches, dextrins and other derivatives of corn are extensively employed. Members of the new foundation represent an industry doing an annual business of more than \$200,000,000 a year and are the largest consumers of cash corn.

If you fear the man without a name you ought equally to fear the product without a name.

Package Style Show

A package style show showing the trend in modern containers for numerous classes of products was held in the Advertising Club of New York for 2 weeks beginning Nov. 1. The packages and containers exhibited were the products of the Robert Gair company, 420 Lexington av.

Fifty or more examples were on exhibition, all selected to show the modern trend in styling packages. According to Miss Irma Marohn, package stylist of the Gair company these packages definitely show the present tendency toward simpler and stronger designs with elimination of much of the intricate detail that until recently played such a prominent part in package design. The exhibition also indicated growing use of fewer colors with no loss in vividness in modern packages. Among the exhibits were cartons, display containers, shipping cases of corrugated paper board and open display stands of the same material which many manufacturers are just now introducing.

Mayonnaise Makers Confer

An unusually large number of mayonnaise manufacturers attended the 6th annual convention of the Mayonnaise Manufacturers association Oct. 26-28, 1931 in Chicago. A well balanced program was presented by the committee which included many speakers from the ranks of manufacturers most closely allied with the progress of the mayonnaise industry and several outstanding business leaders in other lines who brought to the gathering messages from other lines of business.

William R. McKeldin of Atmore & Co., Philadelphia was elected president at the closing session, Ellis R. Meaker of Ivanhoe Foods, Inc. Auburn, N. Y. vice president, G. C. Pound of Kraft-Phoenix Cheese corporation, Chicago secretary, and Jay Gould of The Best Foods, Inc. New York city treasurer. Frank Honicker of Philadelphia was re-appointed executive manager with duties as actual secretary and treasurer. Clarence Francis of General Foods Sales Co. Inc. was named one of the new directors of the organization.

WANT ADVERTISEMENTS

FOR SALE—A Werner & Pfleiderer Macaroni Sizer Press, vertical type, size 13 1/2 inches. In A-1 condition as it was used only for experimental work. American Licorice Co., 2321 Keystone Ave., Chicago, Ill.

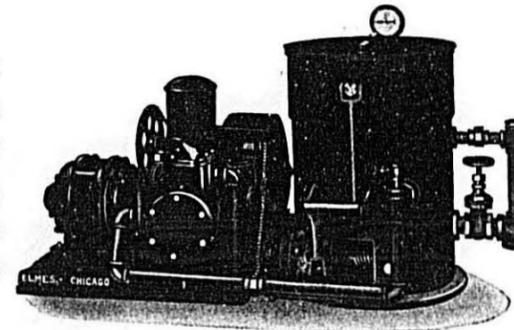
The Elmes "WILL WASH" Die Washer

A Rotating Washer with an Oscillating Spray that Cleans and Rinses Every Hole

SAVES DIES AND PINS---TIME AND MATERIAL

---CLEAN DIES INSURE SMOOTH GOODS---

It will wash Thick or Thin Dies soaked or from the press, in from 30 minutes to 2 hours



Provision made through intake and discharge to eliminate sour dough and prevent foaming.

Made in Two Sizes

Single Washers for Dies up to 15 In.--Double Washers for 2 Dies up to 13 1/2 In., Inc.

THE CHARLES F. ELMES ENGINEERING WORKS

213 N. Morgan St.

HYDRAULIC MACHINERY
SINCE 1851
ELMES
CHICAGO

Chicago, U.S.A.



THE CAPITAL ENERGY TRIO



The above brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat.

CAPITAL QUALITY PRODUCTS

CAPITAL FLOUR MILLS

Offices
Corn Exchange Building
MINNEAPOLIS, MINN.

INCORPORATED

Mills
ST. PAUL, MINN.

OUR PURPOSE:
EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1931-1932

| | | | | |
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President's and Secretary's Message

It's Team Work That Counts

Most any TEAM is stronger than any INDIVIDUAL.

Team work is becoming more and more recognized as an absolute necessity in business and when applied to trade association it has been found to be productive of prolific mutual profits.

In the Macaroni Manufacturing Industry of this country it is the National Macaroni Manufacturers Association that has been the willing team. Not all manufacturers of macaroni products are members of this trade association but there is no within or without that will deny the truth that two or more manufacturers working together, pulling harmoniously and striving cooperatively will accomplish a great deal more than will any individual however great or insignificant.

Why is it then that many continue to withhold their cooperation in a business activity that has so often proved its worth? They apparently are willing to reap all the benefits that accrue to the trade because of the cooperative action of the organization, but why should they refuse that welcome help which every added unit to this business team supplies?

The time has come when the Macaroni Manufacturing Industry must fight unitedly harder than ever to hold its place on the American table, to better its position thereon if possible. Every unit added to our team will give this organization greater courage and needed strength to produce the mutual profits that come from better team work.

The fight is unending. We must not relax one iota for fear that some other food will usurp our place. Here's where team work will count and where the support of every unit in the business is needed.

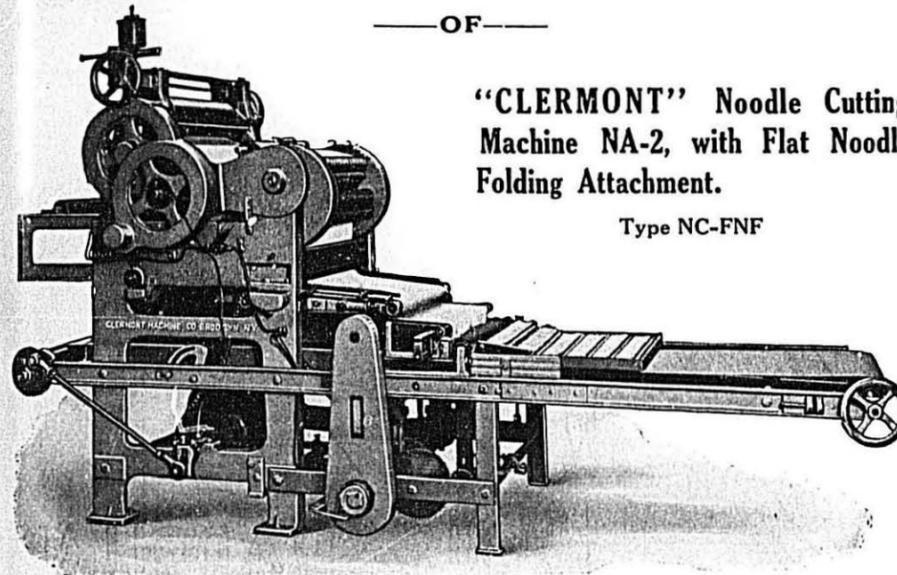
Membership in the National Macaroni Manufacturers Association starts off on a new basis on Jan. 1, 1932. Every manufacturer is invited to align himself with his fellow manufacturers protecting the best interest of the industry, and conserving our rights as business men—purveyors of mankind's most pleasing, appetizing and wholesome food.

This invitation to "team up" with your competitors in this most necessary activity is general, yet personal. An individual invitation may be sent you later, but why wait for it? Manifest that fine spirit by volunteering. You know what is the right thing to do in this connection, so do what is RIGHT and do it NOW.



THE LATEST TYPE

—OF—



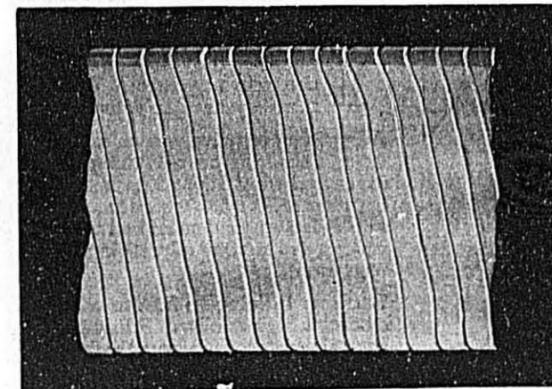
"CLERMONT" Noodle Cutting
Machine NA-2, with Flat Noodle
Folding Attachment.

Type NC-FNF

THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product



Suitable
for
Bulk
Trade

Suitable
for
Package
Trade

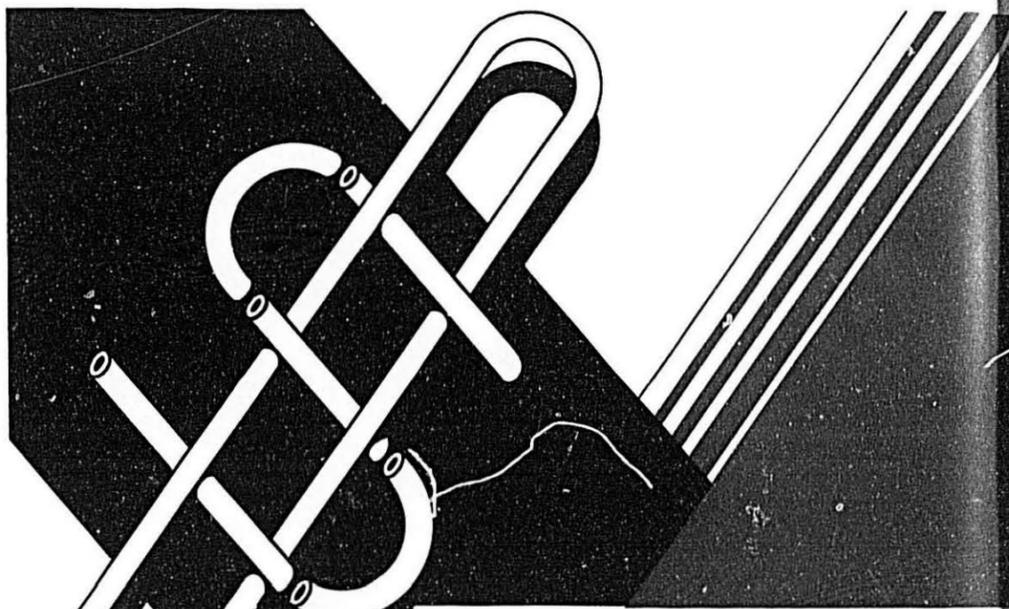
The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers
Noodle Cutting Machines
Mostoccoli Cutters
Egg-Barley Machines
Triplex Calibrating Dough Breakers
Fancy Stamping for Bologna Style
Square Noodle Flake Machines
Combination Outfits for Smaller Noodle Manufacturers

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

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



**YOU SPEND A DOLLAR..
WILL YOU MAKE IT PAY?**

YOU invest a dollar in advertising. You want it to do one thing for you. You want it to help make women use more macaroni, day after day, month after month, year after year.

Advertising can give women a start toward this. But full success depends on one thing—do the women like the macaroni they buy? The better they like it, the more they'll eat. *We must be sure that every package of macaroni sold is just as good as we can make it.* This is the only way we can protect our advertising investment—make it pay us a profit.

Pillsbury is doing its best to contribute its share of this essential high quality. Pillsbury's Semolina and Durum Fancy Patent is made from the finest durum wheat available at any price. It is tested at every stage in milling. Finally it is given the most severe test of all—it is actually made into macaroni, with commercial equipment, in testing laboratories. It will make the finest macaroni—and because of its strength and uniformity it will make it at a lower cost per pound.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

**Pillsbury's
Semolina**