

**THE  
MACARONI  
JOURNAL**

**Volume 11,  
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**February 15,  
1930**

# The Macaroni Journal



Minneapolis, Minn.

February 15, 1930

Vol. XI No. 10

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NEW YORK, N.Y. FEB. 11, 1930

MACARONI INDUSTRY UNITED STATES AMERICA

GENTLEMEN:—

FOUR YEAR MACARONI EDUCATIONAL ADVERTISING CAMPAIGN  
UNANIMOUSLY APPROVED TODAY BY BOARD OF DIRECTORS. OVER  
THREE QUARTER MILLION DOLLARS ALREADY SUBSCRIBED BY  
MACARONI MANUFACTURERS AND ALLIED TRADES ASSURES SUCCESS  
OF THIS VITAL PROJECT. LET'S GO!

[SIGNED] THARINGER,  
PRESIDENT, NATIONAL ASSOCIATION.

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MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

# Sellers and Savers

Maldari Dies produce smooth, inviting macaroni products.

Their uninterrupted satisfactory performance keeps down production costs.

Their removable pins and renewable chambers holds down repair and replacement costs.

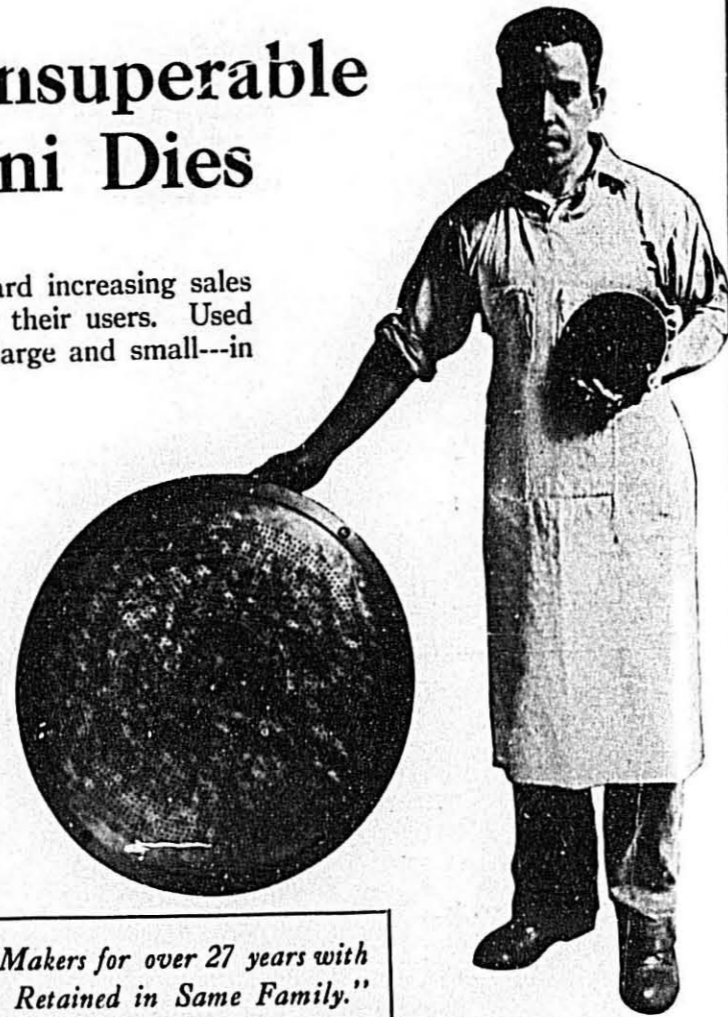
## Maldari's Insuperable Macaroni Dies

therefore do their part toward increasing sales and earning larger profits for their users. Used by leading manufacturers---large and small---in all sections of the country.

**NOTE--Our special repair department does mighty fine work in doctoring worn or sick dies. Makes 'em well again, ready for lots of hard work. Try us with a repair order.**

*Write for our Illustrated Catalog*

*"America's Leading Die Makers for over 27 years with Management Continuously Retained in Same Family."*



**F. Maldari & Bros. Inc.,** 178-180 Grand St., New York, N. Y.

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THE MACARONI JOURNAL

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## LINCOLN WASHINGTON

(Born February 12, 1809)

(Born February 22, 1732)

By

*James Edward Hungerford*

By

*James Edward Hungerford*

Abe Lincoln, the splitter  
Of logs, was no "quitter,"  
And though life was bitter—  
He knew no defeat!  
And as the logs crackled,  
His mind he unshackled,  
And weighty tomes tackled—  
His VISIONS were sweet!

Aye, mighty battles have been fought,  
And wondrous victories have been won,  
And magic marvels have been wrought,  
But still the name of WASHINGTON  
Flames out as brightly as of yore,  
In our vast Nation of the free;  
From lakes to gulf; from shore to shore—  
The father of our LIBERTY!

Through years, unremitting  
He toiled, never quitting,  
And as time went flitting,  
His ambition SOARED!  
"Tough luck" seemed to hound him:  
With thorns, the world crowned him,  
But naught ever "downed" him—  
He never was "FLOORED"!

As our great wealth and strength are viewed,  
We pause a space to offer praise  
Of deep, eternal GRATITUDE  
To him, who in those bitter days  
At Valley Forge faced death and hell,  
To tear the shackles from our land,  
Where countless hordes in peace now dwell,  
Because he made his fearless stand!

"Fate" couldn't defeat him;  
"Life" couldn't unseat him:  
"Ill luck" couldn't beat him—  
HOPE flamed with each dawn!  
Though hate and hell grilled him,  
And martyred and killed him—  
With STRENGTH that God willed him,  
Through death, he LIVES ON!

His tattered force—he led them on,  
With bodies racked, and bleeding feet,  
When faith and hope were nearly gone,  
And wrested VICTRY from defeat!  
Our Nation holds its head in pride—  
No finer land beneath the sun,  
Because our fathers bled and died,  
And WON—led on by WASHINGTON!

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(All rights reserved)

OUR gratifying last year's business indicates that every day new customers are finding out that they can depend on Two Star for uniform high quality *all the time*.

QUALITY

TWO Star Semolina has few equals and no superiors for the manufacture of high grade Macaroni products. May we prove this to you.



BE SURE  
TO SEE US  
BEFORE BUYING

TWO-STAR  
IS A GOOD  
PRODUCER

MINNEAPOLIS MILLING COMPANY

Minneapolis, Minnesota

NEW YORK OFFICE,  
410 Produce Exchange

CHICAGO OFFICE,  
645 N. Michigan Avenue

# THE MACARONI JOURNAL

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## The Next Census of Macaroni Manufacture

Census taking is the business of the government; it is the obligation of every individual to supply the census takers with facts and figures, asked for in strict confidence and utilized only in compiling reports that are becoming more and more valuable as guides.

Very early in the history of the United States of America, Congress authorized a count of individuals of all ages in every hamlet, city, county and state in the Union. It was made every ten years and its sole purpose was to determine the rate of increase or decrease in population and its trend. Under the existing means of communication there were long delays between the completion of the census and its publication. It was not of great value to business.

Conditions have greatly changed in recent years and so have the census reports. Macaroni Manufacturers and others must know precisely what the real conditions are if they are to operate profitably. Hence, a demand on the part of the business men of America for a more detailed report on business conditions. This demand could be supplied only through a collection of detailed facts. Such an enumeration has gradually developed into what is now known as the Census of Manufacture and Distribution.

Since 1850 the government has included in its general census a Census of Manufacture—a collection of industrial statistics that make an illustrative picture of the growth and trend of manufacturing in this country. For instance in that year it was shown by the census that a total of only one million persons was engaged in the production of manufactured products. By 1920 the total number of wage earners had increased to nine million who manufactured products valued at approximately twenty-five billion dollars.

So valuable are the census data to business and so great is the need of more detailed and more frequent surveys that, starting in 1920, the Department of Commerce agreed to make a Census of Manufacture every two years and to enlarge its scope. The last Census of Manufacture, that of 1927, has just been published. It is as complete and accurate as could be made under the circumstances.

To make the 1929 Census of Manufacture more timely and immensely more accurate, the Secretary of Commerce has called to the aid of the Bureau of Census some eighty business men as advisory committees on manufacture and distribution. This Advisory Committee of Manufacturers is composed of men active in various lines of production

and intimately in touch with labor problems, statistics and economics. A special committee of three leading macaroni men has conferred with the Bureau of Census and suggestions made for changes in the General Schedules of the Census to provide tabulated figures of our industry of greater current and usable value to our particular business.

The Bureau of Census is about to make a Census of Manufacture covering the calendar year of 1929. A schedule or questionnaire is being sent every Macaroni and Noodle Manufacturer in America and all are urged to report their 1929 operations within fifteen days. Every manufacturer must make a report of some kind. If you have bought or sold your plant within the year, give the name and address of the former or the subsequent owner; if your plant was in operation only part of the year, report for the portion of the year when it was in operation; if your plant was not operated at all during the year 1929, return the schedule with a statement to that effect.

Trade associations in every line of business have been asked to cooperate with the Bureau of Census by helping to influence members and others to make prompt and complete returns. If we do our part we will get early reports that will be helpful in determining business trends.

The Macaroni Manufacturing Industry has much to gain from the 1929 Census of Macaroni Manufacture. It is hoped that every firm will realize the importance of this survey and will return accurately and completely filled questionnaires. Let us lead all other lines of business in completing this census. To do this duty voluntarily will avoid the expense and delay that must result where it is necessary to send special government representatives into plants that have failed to make timely and full returns.

The information supplied will be treated in strict confidence. It will not be employed for any other purpose than statistical. No person not a sworn employe of the Bureau of Census will be permitted to examine your report.

The benefit of a Census of Macaroni Manufacture is chiefly to the macaroni manufacturers themselves. Its value depends on the care, promptness and completeness with which every manufacturer fills out the schedule. It requires only a little effort and a short time to get the information together and practically every questionnaire should be on its way to the Bureau within a few days after it has been received. Let the macaroni industry help make history by doing this full duty unstintedly.

## Why Macaroni Advertising?

The survey of the macaroni manufacturing industry and the markets has just been completed by the Millis Advertising company for the Macaroni Publicity Committee of the National Macaroni Manufacturers association. It is complete, thorough and convincing. It will soon be put in the hands of everyone interested in promoting the consumption of this food-stuff in the United States. Among the questions asked and answered, and the points made in favor of the cooperative advertising campaign, may be noted the following:

### CAN THE MACARONI INDUSTRY DOUBLE ITS VOLUME OF BUSINESS WITHOUT DOUBLING HOME CONSUMPTION?

Leaving aside any increase in the foreign demand for macaroni products home consumption must be depended upon for any appreciable consumption increase.

The result of the recent macaroni survey indicates that it is possible to do so provided that the macaroni manufacturing industry and the allied trades join in a chorus expounding the real merits of this economical food.

### WHO IS YOUR PRINCIPAL COMPETITOR?

It will be a happy day when the macaroni and noodle manufacturers of America realize that competition with other manufacturers in the same business is really insignificant when compared with the competition of other foods.

The human stomach has a limited capacity and when loaded down with other products, it leaves little room for ours. The objective should be to make the housewife occasionally macaroni conscious.

### WILL A MACARONI MANUFACTURER PROFIT MORE FROM MONEY SPENT IN COOPERATIVE ADVERTISING AS AGAINST MONEY EXPENDED IN CREATING BRAND PREFERENCE?

All money spent advertising will have some beneficial effect on the product advertised. Money spent in promoting brand preference calls attention to the product in a general way and other brands often obtain some of the benefits.

Money expended in cooperative advertising of macaroni products in a general way will prepare the field for the brand preference campaign and even better results in brand sales can then be assured at a much lower cost. Cooperative advertising should come first—then the individual brand publicity—both may go hand in hand effectively.

In cooperative advertising the industry does what no individual would even attempt to do. Only by joining hands can the manufacturers gain the goal of doubling the macaroni consumption in a reasonable time.

### WHY ARE THE MILLERS AND OTHER ALLIED TRADES SO READY TO PROMOTE A GENERAL MACARONI PUBLICITY CAMPAIGN?

First, because they know the value of advertising, the need of macaroni publicity, and the possibilities of greatly increasing the consumption thereof.

Second, increased consumption of macaroni products directly affects the use of raw materials, machinery, packages, etc. Hence, their interest may be considered selfish.

### WHY IS A FOUR YEAR ADVERTISING PROGRAM SO STRONGLY RECOMMENDED?

Because it is the steady pound—pound—pound of advertising, day in and day out, that eventually implants the mes-

sage in the consumer's mind. The average American knows so little about macaroni products and their use that it would take months in some cases, to make some of them think of macaroni when planning or ordering a meal. It takes time to make the effects of the campaign felt throughout the rank and file of the people.

We are all naturally too impulsive. We expect too quick a return on our advertising investments. For this reason we are apt to become soured and hesitate to renew our support to a campaign if it has to be renewed yearly. The 4 year basis is generally considered the most sensible and the most dependable, as well as result producing.

### IS THE INDUSTRY RIPE FOR AN ACTIVE, NATION-WIDE COOPERATIVE ADVERTISING CAMPAIGN?

Some one made the statement last fall that "1930 will reward fighters." We have fighters within the industry who apparently are ready to put up a really genuine lively scrap for a place on the American dinner table for macaroni products.

In this country macaroni is served less than once every 2 weeks. A well planned and properly executed campaign should pay handsome returns on any investment which any macaroni firm will make in the proposed campaign this year.

### WHAT SHOULD BE THE GENERAL EFFECTS OF A STRONG COOPERATIVE ADVERTISING CAMPAIGN ON THE MACARONI INDUSTRY IN THE UNITED STATES?

Frankly, it should mark the turning point of the industry. There is today a small natural appetite appeal for macaroni products which can be greatly enhanced through judicious advertising.

Americans are becoming more and more advertising conscious. Even in the homes of the foreign classes advertising has its influence. Parents unable to read instruct their children to be on the lookout for sales and other advertising messages.

### WILL ADVERTISING HELP BULK DISTRIBUTION TO ANY DEGREE?

A national cooperative advertising campaign will unquestionably arouse interest in these products and bring about their increased use. Aside from the apartment dwellers, American meals are still prepared in home kitchens. Three pound, five pound and ten pound boxes of macaroni products are now prime favorites in some sectors.

Advertising will naturally increase orders for macaroni spaghetti, noodles, etc., by guests in restaurants and hotels where products are generally bought in boxes or barrels. Some have even gone so far as to claim that the bulk sales would predominate over packages as soon as the American public is made truly conscious of the food value of macaroni products, their keeping qualities, and easy and pleasing combinations possible to meet all food requirements by all classes—the rich and the poor, the ill and the well, the idler and the worker.

These are just a few of the points brought out by the survey. Every macaroni and noodle manufacturer in America should obtain a copy of "Macaroni—and the Daily Menu."

This little booklet contains 9 chapters, brimful of facts and ideas. Copies may be obtained either from the National Macaroni Manufacturers Association at Braidwood, Ill., or the Millis Advertising Company, Indianapolis, Ind.

## The Importance of Product Identification in a Cooperative Program

By ROBERT E. HALL  
Vice President Millis Advertising Company

Why does the Cudahy Packing Company value its "Old Dutch" girl, which appears so prominently on every can of Old Dutch Cleanser at millions of dollars? Why do the Fisk "Time to Retire" boy, the Bon Ami chicken, and the American Fruit Growers' "Blue Goose" play such an important part in the advertising of these products?

The answer is *identification*. In the rapid fire purchasing of our day it is highly important for the manufacturer to mark his product in some easily remembered, unmistakable way. The label must be so simple and distinctive that "he who runs may read."

A surprisingly large percentage of buyers of food products are "picture minded." They see and think in terms of pictures rather than words. This does not imply that they are illiterate—but that a picture appeals to their imagination and remains in their memory when words or phrases are forgotten.

### Trademarking a Product

This has led, in merchandising, to the popularity of the "trade character"—a specially designed figure which may be either man or beast, bird or fowl, anything so long as it is unusual and striking. This trade character is then repeated in the advertising and on packages to designate some particular product or family of products. By persistent repetition over a long period, people come to associate the trade character with the product until both become a part of our national knowledge.

Trade characters survive and gain increasing prestige for 2 reasons:

1. Constant reiteration in the manufacturer's advertising.
2. Definite value to the public in enabling buyers to recognize a product of known dependability in preference to one of uncertain quality.

Both reasons deserve most careful consideration. Without continuous hammering on the public consciousness with dominant advertising, a product's trade mark will remain an unknown quantity to the average consumer. And unless the trade mark designates a quality product, its worth as a means of stimulating repeat sales is negligible—in fact, it may even become a liability.

What is the importance of product identification in an association's national cooperative advertising and merchandising campaign?

In a cooperative or industry wide campaign it is even more important to have quick identification than in the case of a single manufacturer. For the manufacturer has his name on the product even though it is not identified in a distinctive way. But in the association campaign some of the manufacturers may be abiding by the standards laid down in the campaign while others are not.

### Trade Mark Should Be Quality Mark

To the public, reading the advertisements, all of the products look alike. A woman may be interested by a certain piece of advertising to purchase the product. If she happens to buy a brand that lives up to the advertising claims, all well and good. But if she happens to buy the other kind—the substandard brand that does not carry out the advertising promises, all the effort is wasted. She immediately becomes prejudiced against all similar products, regardless of their quality.

Certain cooperative advertisers have solved this difficulty by marketing their entire output under one name. Thus we have "Sunkist" oranges, "Sunmaid" raisins, "Eatmor" cranberries, all of which are widely known brands which the public thinks of as coming from one source, when as a matter of fact thousands of growers are represented.

### Identifying Good Macaroni Products

This practice obviously cannot be followed in the macaroni industry, because various manufacturers have built up an acceptance value for their own brands.

What can be done is to give the product some easily recognized identification form which can be popularized through persistent advertising, until the public comes to associate it with quality standards.

A recent newspaper advertisement well expressed this popular acceptance brought about through continuous education, in these words:

"A woman never asks a merchant, 'Is this Old Dutch Cleanser as good as that I bought last week?' . . . 'Is this O-Cedar Polish the same as the downtown stores sell?' . . . 'Will this package of Beech-Nut

Bacon taste as good as the package I'm using now?"

"Hundreds of items of merchandise are so uniform, so carefully kept to established standards, that their quality is unquestioned."

Here we have, concisely stated, the same thinking that must motivate a cooperative campaign, if it is to succeed in the fullest measure. The buyer must be educated to such a point that she unhesitatingly accepts the insignia of the association as an absolute assurance of quality.

Farsighted manufacturers in the macaroni industry admit that one of the chief dangers threatening future growth is the rise of "bandit brands" which can undersell products of established quality because of inferior materials and methods used in their making. There is no universally recognized means by which the public can identify the dependable product.

What is needed is something comparable to the word "Sterling" on silver. "Sterling" commands respect among buyers because by law and by cooperation among silverware manufacturers, it is found only on solid ware. And the public has come to know this through tradition and advertising.

### Trade Mark as a Quality Improver

There can be developed an insignia for macaroni, spaghetti and egg noodles comparable to "Sterling" on silver—provided the manufacturers cooperate in adopting and maintaining standards that shut out the inferior product. And in the course of an advertising and merchandising campaign, broad enough and sustained enough to be effective, this insignia can be made to mean just as much as "Sterling." But it is not an overnight job. It is not a job that will do itself.

Only through wholehearted support by the progressive elements within the industry can such a program be achieved.

The purveyor of shoddy goods must be rigidly excluded from using such an emblem. It will, of course, be fully protected by patent and trade mark laws, so that its use can be restricted to those who adhere to the standards. An old fashioned "vigilance committee" will be needed to watch for violations of the code and keep quality strictly up to the mark.

Wholesalers, retailers, chain store  
(Continued on Page 11)

## Macaroni Men in Midyear Meeting

Twenty-three macaroni manufacturers from 11 states and provinces, representing a district between Brooklyn on the east and Denver on the west, from Birmingham on the south and Montreal on the north, gathered in The Palmer House, Chicago, Ill., for the annual midyear meeting of the industry in connection with the annual convention of the National Canners association.

In calling the meeting to order at 10:30 a. m. Tuesday January 21, 1930 President Frank J. Tharinger announced that the general purpose of the conference was to review conditions and to bring about better understanding between manufacturers. To make all feel more at ease he stated that there would be no set speeches and that manufacturers should address one another by their first names.

### Favor Thorough Census

Macaroni manufacturers are learning to appreciate more and more the value of statistics as compiled by the bureau of census in its biennial Census of Manufacture. President Tharinger reported the conference he and Adviser Henry Mueller and Director G. G. Hoskins had with the government officials in Washington, D. C., last November on that subject. They found the officials ready to include in the census of the Macaroni Industry many of the details which would make it more valuable to the trade. All these officials wanted was more nearly complete cooperation on the part of manufacturers, large and small, in filing returns. The bureau of census is about to send out questionnaires for the 1929 Census of Manufacture and all macaroni and noodle manufacturers are urged to make complete and prompt returns to enable the bureau to make the earliest possible compilation of the facts and figures for release to the trade when the information is still new.

### What Constitutes a Package?

A lively discussion prevailed on the question of just what may be termed a PACKAGE. Some manufacturers market a loosely wrapped bundle of macaroni or spaghetti, the products being full length and wrapped in blue or other colored paper and bound with a label. Can that be termed a package in answering the bureau of census questionnaire? Some firms market 3 lb. or 5 lb. boxes. Are these packages or what are they? It was the

contention of some that both are packages with different contents; others felt that all such sales should be figured as bulk sales. A manufacturer referred humorously to the small and insignificant packages of macaroni and noodles often met in the markets of the country.—little things that contain from 2½ to 3 oz. He thought that they might better be termed "pills."

### Compensation Insurance Rates Increasing

Manufacturers reported that in some instances the rates for employ insurance were increasing, and that there is so great a variance in states and cities that one has no way of knowing whether or not his rates are fair. All agreed that they are exceptionally high and usually based on the accident and time-loss ratio throughout the country.

Manufacturers in every state in the union are urged to write their insurance carrier for information as to just what premiums have been collected during the past 5 years and how much each firm has been paid for losses coming under compensation insurance. It was suggested that copies of such reports be filed with the secretary of the National association for study by the Compensation Insurance Committee of the macaroni industry. It is claimed that the loss payments to premiums paid for insurance should be approximately 50 to 50.

### Macaroni Publicity.—How and Why!

R. B. Brown, chairman of the Macaroni Publicity Committee, made a verbal report of the work that is being done by the Millis Advertising company, hired to make a survey of conditions, production, distributing policies and possibilities. The survey is practically completed and will be broadcast to the industry as soon as minor details are cleared up.

He was astonished to learn from the survey that, for instance, macaroni products appear on the average American table less than once every 2 weeks; that of the 60 meals other than breakfasts that are eaten monthly, macaroni, spaghetti, noodles, etc., are served at only 2 of them. It would be interesting to know what meager quantities are eaten on these rare occasions.

Macaroni consumption appears to be decreasing even in the homes of Italians and other foreign born nationalities. Immigration is restricted and the few who do enter now appear more

than ever ready and anxious to become Americanized in their habits, eating as well. How is this consumption loss to be retrieved? By teaching Americans to appreciate and relish macaroni products, by showing them their real food values and proper preparation.

The Macaroni Publicity Committee will complete its report and pass it on to the manufacturers about the middle of February. It is hoped that the latter will be equally impressed with the need of united action in promoting the wider and more frequent serving of this food and that all the progressive units will join in a well planned 4 year campaign of education which should easily double the present per capita consumption of these products.

On the day preceding the midyear meeting there was a conference between several of the association officers, the Macaroni Publicity Committee and representatives of the Millis Advertising company to solve some of the little details in connection with the macaroni survey.

The midyear meeting was considered as one of the best and most friendly of its kind and much better understanding resulted. Among those in attendance were:

Frank J. Tharinger, president of the National association and representing the Tharinger Macaroni company, Milwaukee.

James T. Williams, D. Krueger and A. W. Quiggle of The Creamette Co., Minneapolis.

Frank L. Zerega and E. Z. Vermyle of A. Zerega's Sons, Brooklyn.

John L. Fortune and R. B. Brown of Fortune-Zerega Co., Chicago.

Paul Bienvenu of Catelli Macaroni Products Corp., Montreal.

C. B. Schmidt of Crescent Macaroni & Cracker Co., Davenport, Ia.

R. C. McCarty of Birmingham Macaroni Co., Birmingham.

A. S. Vagnino of American Beauty Macaroni Co., Denver.

Frank Traficanti of Traficanti Brothers, Chicago.

F. Kreider and Geo. W. Sime of Keystone Macaroni Mfg. Co., Lebanon, Pa.

J. H. Diamond of Gooch Food Products Co., Lincoln, Neb.

W. A. Kasper of Pfaffmann Egg Noodle Co., Cleveland.

L. M. Skinner of Skinner Mfg. Co., Omaha.

Alfonso Gioia of A. Gioia and Bros., Rochester, N. Y.

February 15, 1930

THE MACARONI JOURNAL

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Why Not Now?

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

**WASHBURN CROSBY Co., INC.**  
Minneapolis, Minnesota

Joseph Freschi of Mound City Macaroni Co., St. Louis.  
 C. R. Jones of Domino Macaroni Co., Springfield, Mo.  
 Henry D. Rossi of Peter Rossi and Sons, Braidwood, Ill.  
 G. G. Hoskins and James M. Hills of The Foulds Millings Co., Libertyville, Ill., and New York city.  
 A. Irving Grass of I. J. Grass Noodle Co., Chicago.  
 A. Morici of Chicago Macaroni Co., Chicago.  
 B. R. Jacobs of Washington, D. C.  
 M. J. Donna, secretary-treasurer, Braidwood, Ill.

**Fear Wagon Jobbers**

Distributing macaroni products direct from factory to retail by means of wagons and trucks is being profitably practiced by several large firms whose principal outlets are in the heavily populated districts. Instances are known where macaroni has been hauled very cheaply in this manner to points a hundred or more miles away, particularly to heavy buyers. Naturally this eliminates the regular jobber to a greater extent. What effect will this practice have on the jobbing trade which must be depended upon to distribute a firm's products over a territory too wide to be properly covered by wagon or truck?

The Modern Merchant and Grocery World of Nov. 13, 1929, opines that there is a growing system of distributing grocery products which the trade, especially the jobber, should watch as it promises to be highly important. Reference is made to the "wagon jobbing system."

"In all large markets there are manufacturers whose goods, because perishable, need to be got into retailers' hands as fresh as possible—fresher than would be possible if they had to pass through jobbers' hands. These manufacturers cut the jobber out and distribute their goods direct to the retailer by truck or wagon.

"There isn't anything especially new in that—manufacturers so situated have done it for years. But a new development is appearing. Recently a condiment manufacturer in Philadelphia who has used for years has started to sell a share in his wagons to outsiders, and the driver now jobs 3 or 4 products instead of one.

"In New York some well known food people are about to launch a service to manufacturers which involves the use of trucks which will sell or distribute direct to retailers, say 6 prod-

ucts, probably 4 grocery products and 2 drug products. The manufacturer thus gets the wholesale price less what he pays for his share of the wagon. This share, of course, will be less than what the jobber would get if the goods passed through his hands, and on the surface the manufacturer would appear to benefit.

"The weakness of the whole scheme would appear to be that it can never be so permanent and well established as distribution by jobber, nor—perhaps—can wagon distribution cover so wide a territory without a lot of wagons. However, there are said to be 10,000 of these wagon jobbers on the road already."

**Complete 1927 Macaroni Census**

Owing to delays caused by failure of some macaroni and noodle manufacturers to make early and complete returns in 1928 covering their 1927 production, the final and complete report was long retarded being released for publication in January. Officials complain that in some instances it was even necessary to send a special representative of the Bureau of Census to obtain the data which should have been supplied by means of a questionnaire within

30 days after it was first called for. This is interesting from the fact that at this very moment, the 1929 Census of Macaroni Manufacture is being undertaken. More prompt and complete reports should be made this year than ever before.

The preliminary report for the macaroni industry was made by the Bureau of Census on Jan. 18, 1929. In the final report given here, some of the figures have been revised and others brought down to date.

**1927 FACTS AND FIGURES ON MACARONI, SPAGHETTI, VERMICELLI, AND NOODLES**

[A preliminary report for this industry was issued under date of January 18, 1929. The present report will be included in the final report of the Biennial Census of Manufactures, 1927.]

**Description of the industry.**—The establishments in this industry are engaged primarily in the manufacture of macaroni, spaghetti, vermicelli, noodles, and other alimentary pastes. **Comparison with earlier census years.**—At censuses prior to that for 1927, the manufacture of alimentary pastes was treated as a part of the "Food preparations, not elsewhere classified" industry. At the census for 1927, however, it was given a separate classification and treated as an individual industry. A special schedule, calling for detailed data on the several products, was used for the first time at the census for 1927, and consequently no comparative detailed product statistics for prior years are available.

**Table 1.—Summary for the United States: 1919 to 1927**  
 [Data for establishments with products under \$5,000 in value included for 1919 but not for subsequent years. See sec. 4, p. 3.]

YEAR OR PERIOD	Number of establishments	Wage earners (average for the year)	Wages	Cost of materials, supplies, fuel, and power	Value of products	Value added by manufacture	Horse-power
1927	353	4,587	\$5,070,936	\$27,433,792	\$45,353,200	\$17,919,408	21,416
1925	327	4,560	5,025,625	27,491,142	43,489,344	15,998,202	19,571
1923	313	4,098	4,332,312	16,646,408	29,556,301	12,910,101	18,191
1921	409	3,865	3,748,643	19,964,054	31,012,787	11,048,733	(9)
1919	557	4,543	4,168,099	25,109,951	37,057,198	11,947,247	16,709

	PER CENT OF INCREASE OR DECREASE (—)						
1925-1927	8.0	0.6	0.9	-0.2	4.3	12.0	7.7
1923-1925	-4.7	11.3	16.0	65.1	47.1	23.9	9.2
1923-1927	-2.9	11.9	17.0	64.8	33.4	38.8	17.7
1919-1927	-35.6	1.0	21.7	9.3	22.4	50.0	28.1

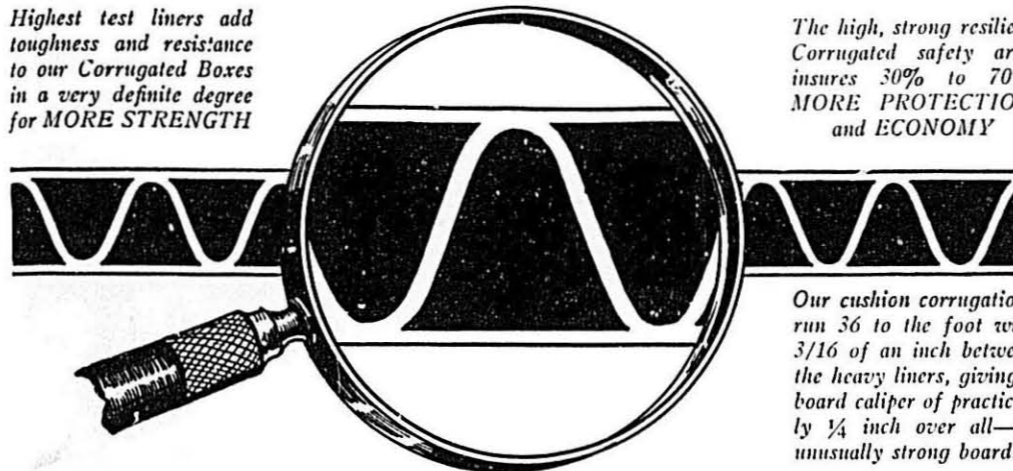
\*Value of products less cost of materials, supplies, fuel, and power. (See secs. 11 and 12, p. 4.)  
 †Not called for on schedule.

**Table 2.—Prime Movers, Motors, and Generators, by Type, Number, and Rated Capacity, for the United States: 1927 and 1925\***

TYPE	1927		1925	
	Number	Capacity	Number	Capacity
Prime movers, total	4,670	Horse-power 21,406	3,812	Horse-power 19,571
Steam engines	21	3,925	24	3,231
Internal-combustion engines	32	537	56	1,041
Water wheels and turbines	15	15	15	15
Electric motors driven by purchased current	4,617	16,944	3,717	14,979
Electric motors, total	5,236	19,499	4,309	17,482
Driven by purchased current	4,617	16,944	3,717	14,979
Driven by current generated in establishment	619	2,555	592	2,512
Electric generators	9	Kilowatts 1,947	11	Kilowatts 1,948

\*No detailed statistics for 1923 can be shown.

Highest test liners add toughness and resistance to our Corrugated Boxes in a very definite degree for MORE STRENGTH



The high, strong resilient Corrugated safety arch insures 30% to 70% MORE PROTECTION and ECONOMY

Our cushion corrugations run 36 to the foot with 3/16 of an inch between the heavy liners, giving a board caliper of practically 1/4 inch over all—an unusually strong board.

**Better Boxes Pay Dividends in Reduced Shipping Costs**

It is a well known fact that cheap fibreboard shipping boxes are more expensive in the long run than quality boxes built primarily for hard service. Slap-dash boxes, sold at an attractive low price, are sources of trouble and this fact shippers of Macaroni and similar products know to be generally true. Shippers who buy quality boxes from reputable makers always experience less trouble than those who consistently buy at "rock-bottom prices" and it is logical that the best wares, whatever the merchandise may be—are never the cheapest in construction or price, and the wear is in proportion to the quality.

In our processing of corrugated and solid fibre shipping containers we aim at quality—always at quality. Shippers, by using quality boxes, benefit by making definite savings and where we have access to their plants we often find we can make still greater savings by suggestions offered from our great store of experience.



Safeguard your shipments by using quality fibreboard boxes

We will be glad to figure with you on your requirements and help solve your packing and shipping problems, and don't forget—we furnish quality boxes only and prescribe from our great variety of regular and special types as required to fill your needs. If you write, refer to Department 9 for quick service.

**CONTAINER CORPORATION OF AMERICA AND MID-WEST BOX COMPANY**

111 W. Washington St.

CHICAGO, ILLINOIS



Six Mills—Twelve Factories

Capacity 1200 tons per day

Table 3.—Products, by Kind, Quantity, and Value, for the United States: 1927

KIND	Quantity (pounds)	Value
1. Macaroni, spaghetti, vermicelli, and noodles industry, all products total value		\$45,353,200
2. Macaroni, spaghetti, vermicelli, and noodles, value		44,279,544
3. Other products (not normally belonging to the industry), value		1,073,656
4. Macaroni, spaghetti, vermicelli, and noodles made as secondary products in other industries, value		1,979,017
Macaroni, spaghetti, vermicelli, and noodles, all industries:		
Total value (sum of 2 and 4) <sup>1</sup>		46,258,561
Macaroni, spaghetti, vermicelli, and plain or water noodles	450,978,922	36,670,821
Noodles, egg	31,805,188	5,487,503
Raviole	(*)	249,275
Other pastes		95,090
Undistributed pastes	(*)	3,755,872

<sup>1</sup>Data incomplete.

Table 4.—Products, by Kind, Quantity, and Value, by States: 1927

[This table presents statistics for all States for which separate figures can be given without disclosing the output of individual establishments. Certain of the "Other States," however, reported larger values of products than one of the States shown separately.]

Kind and State	Pounds	Value	Kind and State	Pounds	Value
Macaroni, Spaghetti, Vermicelli, and Plain or Water Noodles			Macaroni, Spaghetti, Vermicelli, and Plain or Water Noodles		
United States	450,978,922	\$36,670,821	Rhode Island <sup>1</sup>	6,452,673	\$ 471,609
California <sup>2</sup>	30,510,288	2,627,087	Texas <sup>3</sup>	5,802,108	450,741
Connecticut <sup>4</sup>	6,867,290	617,666	Washington <sup>5</sup>	6,119,330	494,531
Florida <sup>6</sup>	1,242,000	94,860	Other States	46,632,377	4,900,381
Illinois <sup>7</sup>	59,479,158	5,377,158	Noodles, Egg		
Louisiana <sup>8</sup>	19,073,150	1,724,058	United States	31,805,188	5,487,503
Maryland <sup>9</sup>	1,745,637	159,177	California <sup>10</sup>	1,772,691	210,128
Massachusetts <sup>11</sup>	17,258,953	1,435,918	Illinois <sup>11</sup>	5,705,223	760,680
Michigan <sup>12</sup>	8,300,450	747,268	Minnesota <sup>12</sup>	696,363	105,179
Minnesota <sup>13</sup>	9,568,931	1,046,334	Missouri <sup>13</sup>	519,660	74,056
Missouri <sup>14</sup>	31,122,857	2,131,649	New York <sup>14</sup>	2,185,514	1,694,741
New York <sup>15</sup>	121,583,874	9,243,617	Pennsylvania <sup>15</sup>	1,421,800	190,210
Ohio <sup>16</sup>	11,050,831	1,065,617	Other States	12,503,937	2,452,499
Pennsylvania <sup>16</sup>	66,159,415	4,693,143			

<sup>1</sup>This State is outranked in value by one or more of the "Other States."

Table 5.—General Statistics, by States: 1927

[This table presents statistics for all States for which separate figures can be given without disclosing data for individual establishments. Certain of the "Other States," however, reported larger values of products than some of the States shown separately.]

STATE	Number of Establishments	Persons Engaged in the Industry					Horsepower	Salaries	Wages	Cost of materials, supplies, fuel, and power		Value of products	Value added by manufacture <sup>1</sup>
		Total	Proprietors and firm members	Salaries officers and employees	Wages (per year)	Wages (per hour)				Materials and supplies	Fuel and power		
United States	353	5,884	425	872	4,587	21,406	\$2,096,262	\$,070,936	\$26,469,336	\$964,456	\$45,353,200	\$17,919,408	
California	53	515	68	91	326	1,817	175,041	416,715	1,848,545	71,935	3,344,291	1,423,811	
Connecticut	11	105	13	11	81	344	29,500	84,953	373,827	24,140	618,186	250,219	
Florida	3	25	6	2	17	61	2,080	17,013	56,129	1,790	94,860	36,941	
Illinois	27	676	35	82	599	2,592	237,120	660,504	3,405,976	109,059	6,139,893	2,624,858	
Louisiana	10	199	13	40	146	682	59,985	101,787	806,296	34,623	1,246,458	405,539	
Maryland	5	63	7	10	46	173	15,348	53,734	290,162	8,172	436,786	158,452	
Massachusetts	12	212	11	37	164	818	83,651	185,367	901,110	47,112	1,450,950	502,728	
Michigan	4	109	1	14	94	434	35,655	102,245	470,625	18,085	731,018	262,308	
Minnesota	5	178	4	41	137	463	95,503	131,716	607,115	23,366	1,246,315	615,834	
Missouri	11	343	3	62	278	817	104,567	269,395	1,440,423	35,667	2,403,232	927,142	
New York	101	1,149	134	180	1,035	5,357	562,422	1,307,584	6,904,118	208,716	11,145,691	3,942,857	
Ohio	12	200	11	30	159	861	53,967	178,377	829,595	31,681	1,633,775	772,499	
Pennsylvania	21	685	18	67	600	2,197	146,617	586,867	3,363,336	93,433	4,969,048	1,512,779	
Rhode Island	12	76	11	7	58	207	17,469	37,183	346,458	14,249	471,609	110,902	
Texas	12	111	7	24	80	365	36,013	10,440	302,598	14,278	472,286	155,410	
Washington	9	74	11	22	41	311	46,392	51,000	273,005	11,847	460,159	175,307	
Wisconsin	4	124	7	25	99	450	66,686	84,321	543,474	20,901	828,221	263,846	
Other States <sup>1</sup>	41	840	46	127	667	3,457	328,246	720,833	3,706,544	105,402	7,640,422	3,828,476	

<sup>1</sup>Value of products less cost of materials, supplies, fuel, and power. (See secs. 11 and 12, p. 4.)  
<sup>2</sup>Alabama, 2 establishments; Colorado, 5; District of Columbia, 1; Indiana, 1; Kansas, 2; Nebraska, 1; Nevada, 1; New Jersey, 21; Oklahoma, 1; Oregon, 3; Utah, 2; and West Virginia, 1.

The power of advertising depends largely upon the amount of concentration behind it. Advertising, like a bombardment, is most effective when kept up and at a definite objective.

Let us endeavor to so live that when

we come to die even the undertaker will be sorry.

In the United States there are approximately 556,000 retail food outlets, or one on an average for every 200 inhabitants.

month. What a wonderful opportunity to double consumption if this unexcelled food were served only once a week!

When times are really hard and one's back is against the wall there's only one way to go—forward.

### Visiting "Ma" and "Grandma"

Mrs. John Ravarino, the popular wife of Association Director John Ravarino of the firm—Ravarino & Freschi Importing and Manufacturing Company, St. Louis, Mo., is en route



to Tortona, Italy, where she will spend several months visiting her mother who is ill. She is accompanied by the baby of the family, Master Ernest Ravarino, the others being left under the care of Papa John.

Macaroni products find their way onto the American Dinner Table only twice a

# SAFEST in storm!

AS MARK TWAIN said, "Everybody talks about the weather, but nobody does anything about it." Today shippers are doing something about it. They're packing their merchandise in a way which protects it from the elements—packing it in wooden boxes.

Containers stand unprotected for hours... exposed to all kinds of weather. Storms come suddenly, but shipping must go on. If packages are not storm-resisting their contents will be damaged... often hopelessly ruined. Damaged shipments cause disgruntled customers... ill will... heavy financial losses. You owe it to yourself to be sure that every package you ship is storm-resisting... packed in a wooden case.

Only Fivefold Protection\*—Good Wooden Boxes—can assure that your merchandise will arrive in perfect condition.

The Wooden Box Bureau maintains a competent staff of packing engineers and designers. The services of these men are offered to you free of charge and without obligation. Fill in and mail the coupon today. One of these experts will call and give practical advice on your shipping problems... tell of the advantages of Fivefold Protection\*... possibly show how you can save money.



### \*FIVEFOLD PROTECTION

Good Wooden Boxes safeguard your merchandise against:

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

## WOODEN BOX BUREAU

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

CHICAGO, ILL.

WOODEN BOX BUREAU, 111 West Washington St. Chicago, Ill., Dept. 294

Gentlemen: We manufacture... and are interested in learning more about the advantages of Fivefold Protection\*

Name.....

Company.....

Street.....

City..... State.....



## Use of "Health" on Food Labels

Official Says Manufacturer Should Not Base Claims on Half Baked, Pseudoscientific Ideas.

"The term 'health giving' is the most overworked and most loosely applied expression in advertising," said Dr. Paul B. Dunbar, assistant chief of the food and drug administration of the U. S. Department of Agriculture, in a talk January 20 at a joint session of the National Canners association and the National Wholesale Grocers association in convention at Chicago.

"Eliminate from the label of prepared foods anything that smacks of health claims and base the selling appeal on the good character, quality, and the honest food value of your product," was Dr. Dunbar's advice to manufacturers. "Did you ever stop to reflect," he asked, "how broad the significance of these words really is? 'Health,' says the Standard dictionary, 'is the condition of soundness of any living organism; that state in which all the natural functions are performed freely without pain or disease; freedom from sickness and decay.' Logically, therefore, a health giving product should be capable of creating this condition of health, of restoring the halt, the lame, and the blind, of remedying every human disease from chilblains to cancer."

The public, he said, has been led to believe that it needs something more than a regular diet of wholesome food to keep healthy, so for a time it turned with avidity to any preparation claiming health giving or curative properties. He said, "one does not need to be a physician to realize that the American public today has an obsession on the question of health, health foods, health fads, health exercise. The public is health conscious."

The work of the administration in this connection is to prevent the making of false claims on the labels of food preparations which would take advantage of food buyers' lack of understanding of the science of nutrition; curative claims on preparations which have merely the normal amount of nutritional value are taboo, he said.

"We do not recognize that the manufacturer has a right to mislead the purchaser or to base his claims on half baked or half understood pseudoscientific discoveries," he asserted. "Label representations regarding health giving properties or vitamin content which are not borne out by the actual

facts can be regarded only as in contravention of the law, and in this connection it must not be forgotten that no less an authority than the Supreme Court itself has held that statements which may deceive through indirection or ambiguity are within the ban of the statute. This being so, it must be held that indirect or sweeping statements implying the presence of significant amounts of all the vitamins or of specific vitamins are contrary to the statute, unless these representations are literally true."

Dr. Dunbar concluded with the suggestion that food manufacturers sell their products on their honest food value and not place them on a par with patent medicines by claiming curative properties for them.

## The Importance of Product Identification in a Cooperative Program

(Continued from Page 7)

operators, restaurant proprietors, buyers for institutions, as well as the general public—all must be taught to spot this emblem and to associate it automatically with quality in macaroni products.

This emblem must be made an integral part of each advertisement. It must be worked into window displays, recipe booklets, and any other promotional matter the National Macaroni Manufacturers association may issue. It must appear in connection with the product whenever a retail sale is made.

On packaged goods this means an addition of some kind to the label or carton design. On bulk goods the insignia will have to appear on the box and be repeated in some form of recipe folder or slip which the grocer can include in the bag containing the order.

### Eye-Appeal Suggestive Mark Needed

The design of this insignia is most important. It must be unique in form. It must have a popular appeal. It must be easily remembered. It must be colorful and forceful. And finally it must instantly suggest quality macaroni products. Given an emblem which meets all of these requirements, the task of winning its acceptance among the buyers and sellers of macaroni products is only a matter of time and intelligent persistence.

At first glance the putting over of an emblem of this kind may seem to call

for tremendous effort. But the same job has been done over and over again by individual national advertisers, and if one company can do it surely the combined energies of the macaroni industry should be able to accomplish even bigger results.

And it is an achievement well worth while. For once the public has been educated to look for the quality insignia on macaroni, spaghetti and egg noodles, sales will converge toward the manufacturers entitled to display the insignia. The unreliable, price cutting, "closet" manufacturer will be forced from the field, assuring definite profits and steadily increasing volume to those who maintain quality standards.

## \$3,000,000 Advertising Campaign

A million dollars a year for the next 3 years will be spent by the Association of American Soap and Glycerine Products in a national advertising campaign, designed to expand the present market for soap, other cleansers and glycerine, a byproduct of the soap industry, according to Toscoe C. Edlun, general director of the organization's affiliated Cleanliness Institute, at the recent annual meeting of the association in the Blackstone hotel, Chicago.

This amount is an increase of 100% over the original triennial appropriation of the association covering 1927 to 1929 inclusive. The association comprises approximately 80% of the soap and glycerine producers in the United States.

Present officers of the association were reelected and include: President Sidney M. Colgate, Colgate-Palmolive-Peet Co.; vice president R. R. Deupree, Procter & Gamble Co.; secretary-treasurer J. S. Goldbaum, Fels & Co.; assistant treasurer N. J. Dahl, John T. Stanley Co. Inc.

## United States Retail Food Outlets

It is estimated that there are approximately 556,000 retail food outlets in the United States almost three fourths of which are independent grocery and delicatessen stores. The grocery chain store number about 57,000 and the meat markets, which are included in the above total, number about 75,000. The same authority estimates that the value of grocery products and provisions retail through these outlets in 1929 amounted to \$24,000,000,000.

## Consolidated Macaroni Machine Corporation

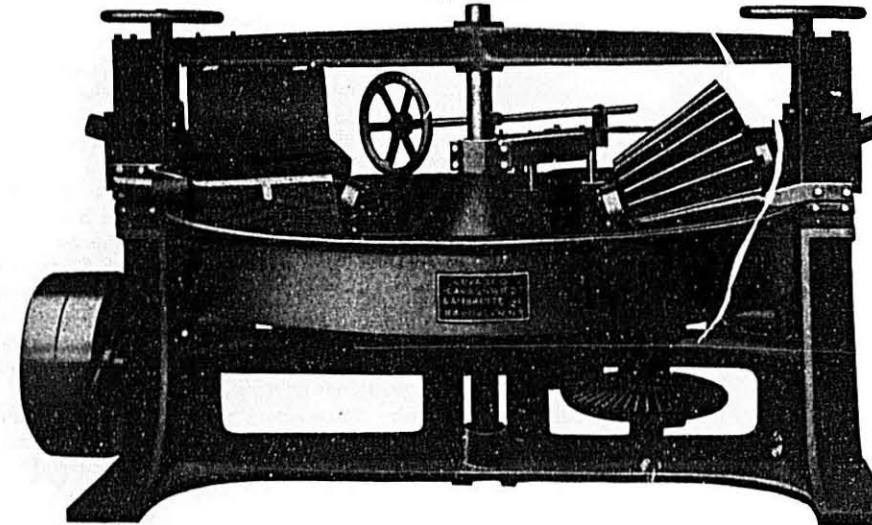
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

# Durum Wheat Improvement

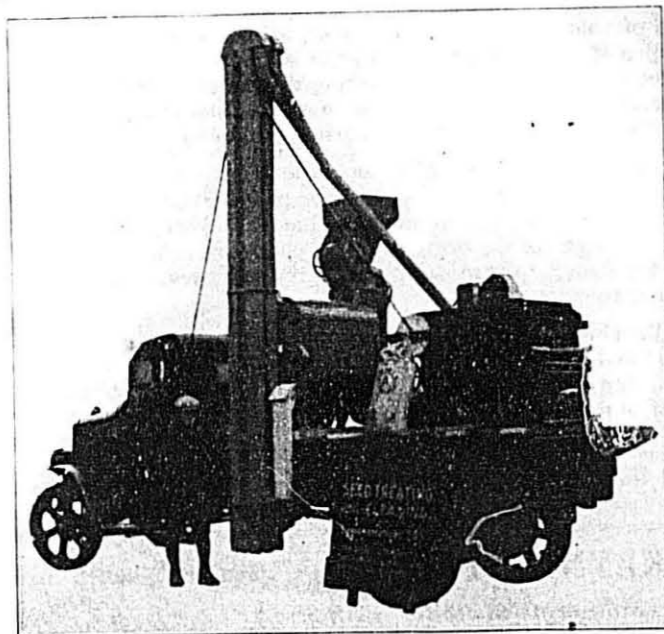
By H. R. Sumner, Executive Secretary Northwest Crop Improvement Association

Durum millers may notice an improvement in the wheat they receive within the next 5 or 6 years. They can expect a smaller amount of mixed durum. Also, the quality may improve slightly and the smut notations should be less frequent.

This prediction is made because there is so much "educational activity" in the durum territory. Pure seed, smut control, good varieties, crop rotation, no weeds—those things are becoming popular. Farmers are forming crop improvement committees and pure seed growers clubs. They are meeting and working with the several educational groups engaged in a concentrated program of crop improvement.

All this agitation is a result of the increasing amount of low quality durum that is received in the terminal markets. Something had to be done to cause a change so several groups, including business and commercial associations, the state extension services, the U. S. Department of Agriculture and farmer organizations, are working on the problem. The milling, grain and elevator interests in the northwest have shared in creating the good seed atmosphere. Their organization, the Northwest Crop Improvement association, devotes its entire attention to crop improvement matters.

The readers of The Macaroni Journal may be interested in the methods or tactics used in crop improvement work. This article is written for that purpose: it is not complete for the subject is too complex, too highly involved, but it is



The seed treating and cleaning truck operated in Minnesota by the Northwest Crop

hoped to present a clear though brief picture of the existing durum wheat improvement program.

### Pure Seed Work

Pure seed of desirable varieties is receiving first attention. Mindum and Kubanka are recommended for they are milling varieties and they yield well for the farmer. It is planned to replace all Acme, Monad, Peliss and mixed durum crop. Pure red durum is recommended in that small area to which it seems to be adapted—it is condemned in strictly amber durum territory.

How is it possible to change from a condition with 53% of the durum receipts containing over 5% mixture (government figures based on Duluth, Superior and Minneapolis receipts) to one of nearly straight Amber and Durum wheat? What is the process?

The educational work necessary to effect a change embodies 3 steps or phases.

First, it must be made easy for the farmer to get pure durum seed. Second, the farmer must be convinced that it will pay him to plant such seed and, third, he must learn to handle his tillage operations to prevent volunteer mixture of spring and durum wheats.

### Seed Supply

In order to make it easy for a farmer to obtain pure seed there must be a supply in his neighborhood. The supply should be fairly constant from year to

year and it must maintain a high purity and quality standard.

A permanent supply of pure seed is being created by contacting or developing a few good farmer seed growers in each community. The seed which they produce is inspected and standardized by a state certifying agency. Certified seed is grain that has been inspected in the field before harvest and again after threshing, and complies with certain purity and quality standards.

The durum wheat growers in Minnesota, North Dakota and South Dakota each have a state Crop Improvement association engaged in standardizing the pure seed produced by their members. One year ago Minnesota was the only one of the 3 states that was equipped to furnish certified durum seed. South Dakota made a start for certified seed last year while North Dakota has made remarkable progress.

The work in North Dakota illustrates the method used to develop a pure seed supply. The extension service workers of the North Dakota Agricultural college first located three to five potential seed growers in each county. Then with the assistance of the Northwest Crop Improvement association and in cooperation with the Northern Pacific, Soo Line and Great Northern railroads and the U. S. Department of Agriculture these seed delegates were assembled for a 3 day seed growers school. The railroad fare of the delegates, 143 of them from 4 counties, was paid by the Northwest Crop Improvement association.

The program consisted of laboratory work on pure seed production, cleaning, handling and treating. At the close of the school the delegates formed a North Dakota Crop Improvement association and expressed their intention to produce certified seed.

The North Dakota Seed Survey was held in January 1930. A seed list containing the names of 813 pure seed growers has been printed and it includes Mindum and Kubanka durum. There were so few growers 2 years ago that one year ago it was not considered while to print a seed list.

### Getting the Farmer Interested

The second part of the pure seed program consists in interesting the durum grower to plant pure seed. There are many methods used to impress the farmer with the value of planting pure seed. Meetings, news articles, bulletins, pamphlets, posters, exhibits, seed show agricultural trains, radio talks, for

Twenty Years of Milling Durum has Convinced us that Macaroni Manufacturers Appreciate Quality Semolina. KING MIDAS is Your Assurance of Quality. Use

QUALITY



SERVICE

There Is No Substitute For Durum Semolina

**KING MIDAS MILL COMPANY**

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

demonstrations, 4-H club work, auto tours, and contests are employed in creating interest in good seed. Some methods will persuade one person but will not affect another, so practically all are used.

Wheat surveys have been made to direct attention to the need for action in improving durum wheat. They have been made in several durum counties by the Northwest Crop Improvement association and the local county agricultural

at these meetings the buyers will be urged to unite on a policy of consistently discounting mixed and smutty wheat. If they do this it will make it far easier to carry out a durum wheat improvement program.

#### Clean Tillage Operations

The pure seed work, as described above, would be almost worthless if equal attention were not given to tillage oper-



North Dakota seed growers attending the 3 day Seed School at Fargo. Pure seed production was the theme of the school and on the third day the farmers organized a North Dakota Crop Improvement Association. The seed school was attended by 142 delegates from 42 counties.

agents. The farmers have indicated great interest in the surveys which also provide a basis for outlining a practical program of wheat improvement.

The surveys are simply a tabulation on a percentage basis of the amount of mixed durum, smutty wheat, dockage, amber, red, number one, number two, etc. that is shipped from each station. For example; a survey was made in Ramsey county, N. D. and it shows among other facts that 55% of all the wheat shipped from the town of Elmo graded mixed. On the other hand, only 5% of the shipments out of Stover graded mixed. These facts cause the farmer to become interested; he sees that his community has shipped a large amount of smutty wheat and so better realizes the loss he is sustaining.

Surveys of the 1928 crop have been made in Brown county, S. D., Ramsey, Cass, Stutsman and Steele counties, N. D.; all heavy durum producing sections.

The Northwest Crop Improvement association also is interested in urging grain buyers to properly discount smutty and mixed wheat. In localities where smutty wheat is not discounted it is difficult to get the farmer to eradicate smut. The problem is a difficult one for local managers, because elevator bin space is limited and competition is acute. Nevertheless, only a very few farmers will see the folly of producing mixed or smutty durum unless there is a direct discount on his grain at the local elevator.

Several county-wide meetings of elevator managers will be held this winter and

ations or a system of crop rotation designed to free the land of volunteer mixtures. Pure durum planted on a field that has previously produced a crop of Marquis is almost certain to grade mixed durum.

Therefore crop rotation and good tillage operations have been incorporated in the pure seed program. A constant warning for clean ground to receive the pure seed has been emphasized in all meetings and publicity. At the seed meetings of the Greater North Dakota association, on the Seed and Smut train operated by the Soo Line last spring and at all other gatherings the matter of crop rotation has been more than casually mentioned.

#### Smut Control

It is difficult to adequately describe the smut prevention campaign work that has been conducted for the past 4 years. Every known agency in the northwest has worked and worked hard to reduce the smut loss which for durum wheat amounted to 24% of the Minneapolis receipts grading smutty in 1928.

Tons of literature have been distributed to farmers, hundreds of meetings have been held, the press has printed seed treatment stories by the thousands of inches and coupled with such work the radio, letters, agricultural trains, demonstration trucks, personal contacts, novelty warning tags, posters, and nearly every conceivable method has been used.

The smut loss is somewhat smaller on the 1929 crop and a further reduction is

expected in view of the elaborate plans for campaign work this winter. The basis for the campaign is simply to persuade all farmers to treat their seed grain and treat it thoroughly.

One illustration of the methods used in the 1929 smut campaign might be of interest. A Seed Treating and Cleaning truck was operated in 5 Minnesota counties by the Northwest Crop Improvement association, the U. S. Department of Agriculture and the extension service of the University of Minnesota. The truck was equipped with a triple capacity Carter-Mayhew disc cleaner and a Calkins smut treater. It operated for a full day in each of 16 Minnesota towns, cleaning and treating over 3000 bus. for 67 different farmers. The purpose of the smut truck was to give large scale demonstrations and to arouse greater interest in the practicability of seed treatment. The success of this particular venture is shown when preliminary figures indicate that the smut shipments from the 16 towns in which the truck operated totaled 39% in 1928 while in 1929, following the truck meetings, the shipments of smutty wheat from the same towns were reduced 20%.

The durum wheat improvement program is primarily educational. It should include education of the farmer, the local grain buyer, the mill buyer, and the manufacturers of macaroni. The program will advance as each member of the above group becomes better acquainted with the problems and requirements of the other.

Our big task lies in explaining the requirements of the miller to the farmer and to the local grain buyers and in demonstrating that it will pay the farmer to raise quality wheat rather than average grain.

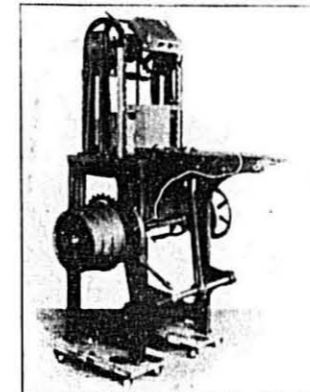
#### Scale Men to Convene

The members of the National Scale Men's association have been summoned to convene in Hotel Sherman, Chicago, Ill., March 10-12, 1930, for the 15th annual convention of that organization. Their program will be given over almost entirely to the discussion of scale and weighing problems. C. F. Hawkins, scale inspector of Chicago, is president and F. M. Condit of Fairbanks-Morse & Co., Chicago, is vice president. The secretary treasurer is J. M. Bylsma, chief of the weighing department of the Western Weighing & Inspection Bureau.

Advertising-ly speaking: "Hats off to the past, coats off to the future."

*We can safely say that the largest percentage of packaged macaroni products are automatically packaged by*

## Peters Package Machinery



THE least expensive cartons of the "Peters Style" are used with our package machinery—the least number of hand operators are necessary—hence the most economical package. Its protective features are recognized everywhere.

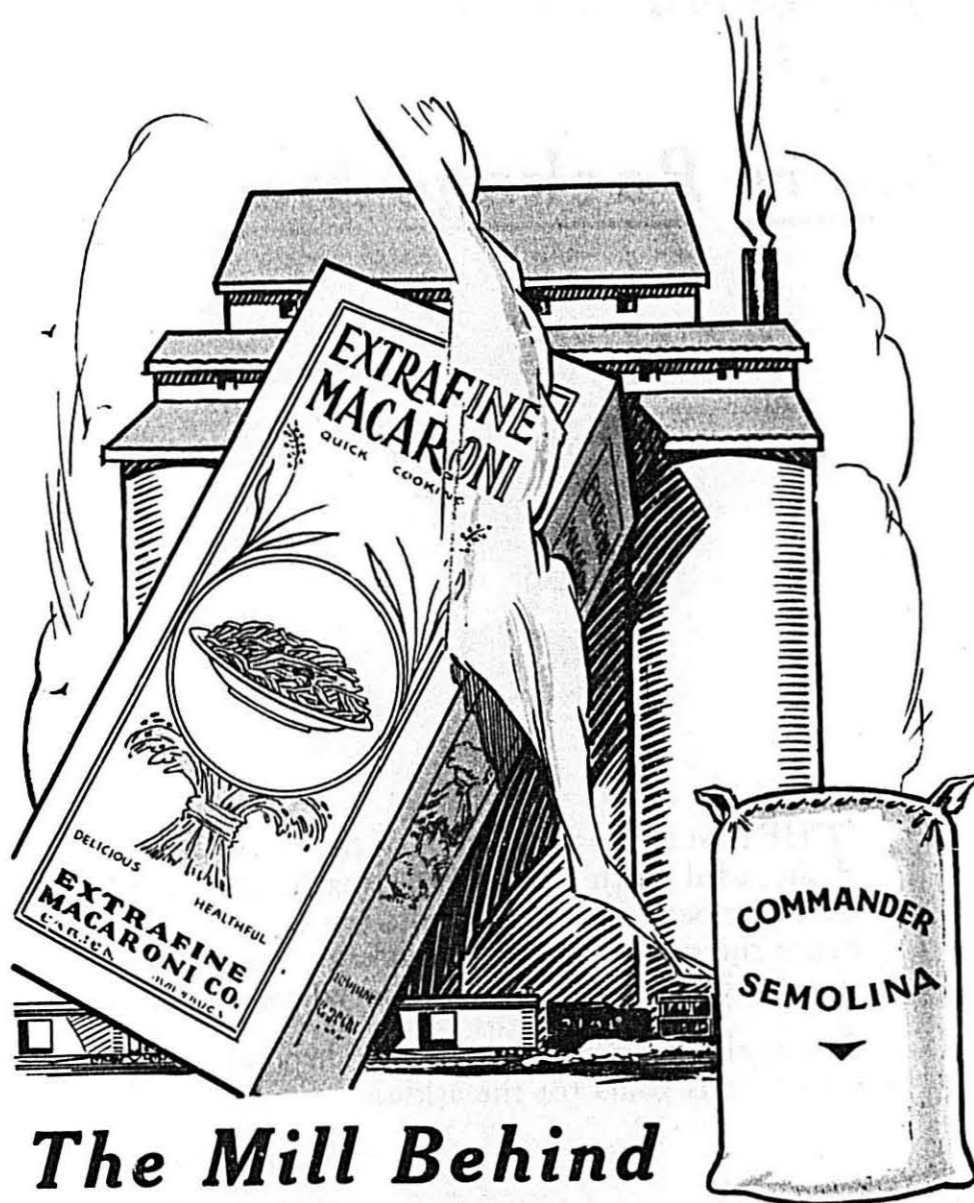
Our engineering staff are at your disposal. Our catalogue is yours for the asking.

## PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS

# TEN YEARS OF



*The Mill Behind  
the Product*

**COMMANDER MILLING CO.**  
MINNEAPOLIS, MINNESOTA

# DURUM MILLING

## *An Anniversary of QUALITY*

**F**EBRUARY 15th is the 10th Anniversary of the Commander Semolina Mill. This mill started grinding in 1920 with the sole purpose of manufacturing a quality Semolina for macaroni, spaghetti and noodle manufacturers who insist on a uniform high grade Durum Wheat Semolina. Our continuous increase in business we owe to our strict adherence to this policy--the manufacture of a Semolina that has given satisfaction to the most particular buyers in the business. For past orders we thank our customers sincerely. We will continue to merit their confidence by manufacturing for their needs one quality of Commander Semolina--THE BEST.

Yours to command,

*Walter Ousdahl,*

Semolina Department.

# The Man Behind the Gun

By JAMES HUNGERFORD

Tom Bond whirled in his swivel, to find himself staring into the muzzle of an automatic. "Stick 'em up!" scolded the individual behind it. "One yell, and you'll forget you're a SELF-MADE man!"

"Wha—what do you want?" stammered Bond. "How—how did you get in here? My secretary has instructions—"

"Forget it!" rasped the intruder. "Have you got plenty of life-insurance? Quick! Talk fast!"

"N—no. I don't believe in carrying much insurance. I—I don't see the sense of—"

"Well, your family's gonna need all you've got, after I'm through! You don't remember me, eh?"

"I—I've seen you somewhere, but—"

"Well, I'm the fellow who tried to convince you once that plenty of insurance was a mighty good investment! Maybe you can see the VALUE of it, now that it's too late! Subscribe to any BUSINESS or TRADE journals?" He jammed the muzzle against Bond's chest.

"N—no. Decided it was money wasted, and cut them out. I—"

"Enough! I tried to take your subscription to some excellent journals in your line, but you ordered me out! It's almost useless to kill you—you're already dead from the ears up! Do you attend any meetings; any get-togethers with the boys in your industry, held for the purpose of improving trade conditions? Do you believe in whole-hog competition, or brotherly-love COOPERATION through your Trade Association? Quick! Spit it out!"

Bond's face was ghastly; lips twitching. "A—a man has to look out for himself, these days. It—it's a case of the survival of the fittest."

"It is, eh? Well, then I must be the FITTEST, because I'm going to be here when you're GONE! No—you've got no use for cooperation, as you told me once, when I tried to sell you a membership in your Trade Association. It's whole-hog competition for yours—price-cutting, throat slashing, anything as long as you get YOURS! Your POLICY has ever been—GO IT ALONE—TO H—L with your fellow businessmen."

Tom Bond's swivel-chair squeaked under his shaking body. Sweat-beads stood out on his chalky face. "Get out of here!" he mumbled chokily, "or—or I'll call the—"

"'UNDERTAKER' is what you're trying to say! You're gonna need one quick! Sniff this!" He shoved the

muzzle closer to Bond's quivering nostrils. "Don't like the smell, eh?" The muzzle jabbed viciously, "Or the feel, eh? Say, do you know what your COMPETITORS think of you?"

"They—they don't like me. They—they think I'm cutting them out of—"

"Business that's legitimately theirs! Taking the bread and butter out of their mouths, to feed your own! Well, they won't be bothered with you any longer! Do you believe in ADVERTISING?"

"Well . . . yes . . . but—"

"CUT-RATE stuff, eh? Slashing prices on your low-grade product, till your competitors can't compete on their high-grade lines! Deceiving the trade into believing you're a public benefactor! Bah! Look closer at me, pard—maybe you've seen me, before I came here as a salesman. Back west, twenty years ago, you and I—"

With a gasp, Bond jerked up in his chair. "You—you're Bill McGuire! I—I thought your face was familiar. For— for Heaven's sake, Bill—"

"The reason you remember me is because of this GUN! Seeing me behind a gat refreshes your memory! You didn't know me as a poor insurance agent, subscription solicitor, seller of books on business-ethics, but with this GUN in my hand, I look different, eh? Well, I'm Bill McGuire, o. k.—the gent who stuck-up a bank with you, twenty years ago, out West. Your name wasn't Bond, then, it was—"

"Stop for God's sake!" blurted the man in the swivel, "I—I'll give you anything! What—what do you want?"

"Your life!" snarled the killer. "Remember after we stuck-up the bank, how you double-crossed me; took my share of the loot, while I slept, and made a getaway? Well, I haven't forgotten! You took the money, started in business here—and look at you now. Rich! But you haven't changed any. Still double-crossing your business-pals—hogging it all with cutthroat tactics! You're the same old—"

"Don't—don't speak that name! For God's sake, don't—"

"Shut up! In a few days your son will be running this business, and he's a MAN! At different times, I've insured him, taken his subscriptions to business and trade papers, found him interested in Trade Association work, and sold him books on ethics and cooperation. When he sits where you're sitting, he'll have the respect of his employes, competitors and associates. He'll play fair, square

and above-board, and I'm doing the world a service in snuffing you out!"

"But—but—" blurted Bond, "you—you can't do this horrible thing! You—you don't dare!"

"Don't, eh?" the muzzle jammed into his chest over the heart. "Well, listen to this!"

The trigger snapped . . . . . Bond straightened with a jerk, staring about dazedly. "My—my Lord!" he gasped, rubbing his eyes. "I—I must have fallen asleep, Miss Bivens, and your opening the door awakened me! I—I was dreaming a lot of crazy nonsense, and—it must have been that confounded LOBSTER I ate for lunch!"

The secretary smiled sourly. "Three gentlemen to see you," she announced. "An insurance-agent, a business and trade journal solicitor, and a gentleman selling a book on cooperation, the Secretary of the Trade Association of our industry. I'll tell them the usual thing, I suppose, that you're not interested, and—"

"Just a minute, Miss Bivens!" Bond was sitting very straight and erect. "I need some more insurance, and I want to subscribe to a few business and trade papers. As for the book on cooperation, order a copy immediately, and make out our firm's application for membership in our trade organization. I'll be its best BOOSTER from now on."

"And by the way,"—he was clipping his words decisively—"tell the advertising manager to kill the copy on that price-cutting campaign, and run STRAIGHT stuff, hereafter—the honest goods, at square prices, and no more exaggeration. Also call up the secretary of the National Macaroni Manufacturers' Association, and tell him I'll be at the next convention, and would like to say a few words on—er—COOPERATION. That will be all, Miss Bivens—except that your salary will be raised ten-dollars a week, starting Monday."

Bond suddenly leaped to his feet. "Why—why she's fainted!" he gasped. "Or—or is she DEAD?"

Luckily, Miss Bivens had only fainted.

## PASSING THE BUCK

CLUBMAN: I've struck a perfectly priceless idea. I've arranged to give a man \$10,000 on condition that he relieves me of all my worries.

FRIEND: That's fine, but where are you going to get the \$10,000?

CLUBMAN: Ah, that will be his first worry.

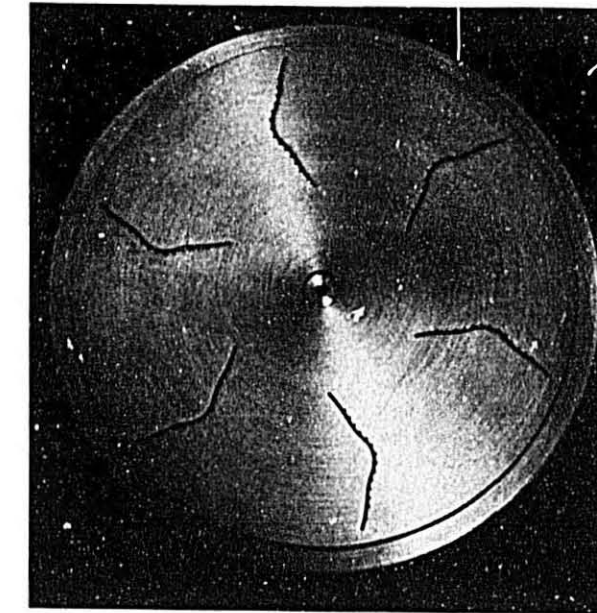
MARIO TANZI & BROS., Inc.

Presents

## The "FAULTLESS" SEA--SHELL--DIE

A Distinct Achievement  
in  
Macaroni-Die-Manufacturing

Equally Suitable for Either  
PRODUCTION or QUALITY



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

## FEATURES

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

The Quality of TANZI'S Dies is Our Most Valuable Asset, the Clearest Tribute to the Honor of Our Fast Growing Organization.

MARIO TANZI & BROS., Inc.

348 Commercial St. | 1274 78th Street  
BOSTON, MASS. | BROOKLYN, N. Y.

CREATORS and MAKERS  
OF FINE DIES

**Common Sense**

Shortly after the stockmarket drop of last October, when the wildest rumors were afloat regarding the immediate business outlook, someone approached one of America's most farsighted business leaders and asked the question:

"How can we avert a business panic?"  
And without any hesitation the reply came back:

"Through collective common sense."

And today, as we look back with some perspective, fortified with facts as to just what has happened, it is evident that collective common sense brought us through with a minimum of injury. Even at the time, except for fear, it was possible to see that America's 120 million people had to go on buying; that the needs and requirements of so large a population must keep the wheels of industry turning; that there need be no business panic except that which might be brought down upon us by panic in men's minds.

In opening the recent Business Survey Conference held under the auspices of the Chamber of Commerce of the United States, President Hoover recognized this when he said:

"A great responsibility and opportunity rest upon the business and economic organization of the country. The task is one fitted to its initiative and courage. Beyond this, a great responsibility for stability and prosperity rests with the whole people."

Reports made to the Business Survey Conference by representatives of the many lines making up the fabric of American business enterprise disclosed that business was proceeding in an orderly fashion.

Subsequent reports received by Chairman Julius H. Barnes, reveal that business generally has been approaching a normal volume of production and distribution for the season.

Taken as a whole they indicate that readjustments are being made in an orderly way with definite signs that the financial situation is sound and that credit is flowing back to productive enterprise.

One of the most encouraging factors in the recent business situation has been the fact that there was no commodity price inflation, as in times past. Warehouses and shelves were not overstocked. Stocks of goods were low and there was no occasion for a damming up of goods, with an attendant period of distress prices.

Salesmen are asked daily for their opinions on business conditions. In

answering they have a responsibility to give an accurate and unbiased statement based on actual conditions and facts.

**A Dialogue With a Moral**

A little case went through my office last week which is so illustrative of the careless way in which business transactions are often entered into that I want to give it some attention here.

A responsible, level headed manufacturer came to me with a story about a cash register. He had signed a typical instalment contract for an expensive register, and had turned in a small, old register as part payment. His story was that after he got the register he found it wouldn't do what he thought it would, and he wanted to turn it back and get his own. The register company refused to do it, and so he came to me to see where he stood. I read the contract, and the following conversation, which ensued between us, will make my point:

Question.—What was it you expected the register to do that it wouldn't do?

Answer.—Assemble purchases from several departments on one check.

Q.—Did anybody tell you before you bought it would do that?

A.—The salesman did.

Q.—In writing?

A.—No.

Q.—Why didn't you have that written in the contract?

A.—I trusted the salesman.

Q.—Didn't you see this clause in the contract that the verbal representations and promises of the salesman shouldn't be binding?

A.—No.

Q.—Did you read the contract at all?

A.—No.

Q.—Why didn't you make the salesman prove that the machine would do what he claimed before you signed?

A.—Didn't occur to me. I thought these were reliable people. I don't care. If they sue me I'll fight them. They can't put anything like this over on me. I'll spend a thousand dollars to beat them!

Q.—But didn't you notice from the contract that they don't have to sue you? If you read clause 8 you will see that you gave them authority to enter judgment against you, if you don't take the register, without suit. Not having read the contract, I suppose you didn't see that?

A.—No, I didn't.

Q.—Before you signed the contract, I

suppose the salesman demonstrated the machine?

A.—Yes.

Q.—Did that deliver the single check you say you wanted?

A.—No.

Q.—How was he going to make it do it, then?

A.—He said he was going to change something on the machine.

Q.—When he delivered the machine, had he done that?

A.—No.

Q.—Did you take it up with him?

A.—I did.

Q.—What did he say?

A.—He denied he had agreed to any such thing.

Q.—And of course you had nothing in writing?

A.—That's right.

The manufacturer then turned questioner:

Q.—Well, what can I do?

A.—You can either take the register or pay the sum of money you agreed they should take judgment against you for. That is, provided you can't make some kind of adjustment. These people are responsible, reasonable people—why not go to them and tell them you made a mistake? Don't start by charging the salesman with a fraud—that won't get you anywhere. Put your cards on the table; they'll do something for you.

And the next time, get everything in the contract, particularly the main thing. And then read the contract before you sign.

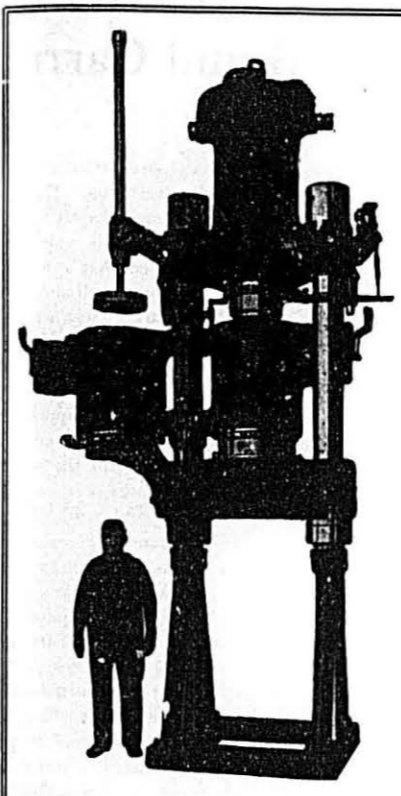
By **ELTON T. BUCKLEY, Counselor at-Law, 1650 Real Estate Trust Building Philadelphia, Pa.**

**President Alexander Honored**

At a recent directors' meeting of the National Adhesives Corp., A. Alexander, president, was presented by his associates with a bronze tablet inscribed as follows:

A Token of Respect, Admiration and affection for **ALEXANDER ALEXANDER** President of the **NATIONAL ADHESIVES CORPORATION** From his Associates In appreciation of The Sagacity, Fidelity and Inspiration Of his leadership 1929

This tablet has been hung in the executive offices, where it may be an inspiration and a help to the men of the organization.



John J. Cavagnaro  
Engineer and Machinist  
Harrison, N. J. - - U. S. A.  
Specialty of  
**MACARONI MACHINERY**  
Since 1881  
N. Y. Office & Shop 255-57 Centre Street, N. Y.

**CROOKSTON-SEMOLINA**  
for  
**QUALITY TRADE**  
From  
**Amber Durum Wheat**  
STRONG and UNIFORM  
and of a WONDERFUL  
COLOR  
For Quality Trade  
**Crookston Milling Company**  
CROOKSTON, MINNESOTA

# Secrets of Successful Trade Marking

## ---Choose With Care Your Brand Carrier

*Written expressly for The Macaroni Journal by Waldon Fawcett*

Trade mark "atmosphere," or the "setting" given a brand, may count for almost as much as the trade mark itself. Oh, on second thought, maybe that statement stretches the truth just a little. But certainly the background against which a trade mark is habitually used and displayed plays a much bigger part than some of us had supposed in selling the consuming public on a given trade mark. And keeping that public so sold. This is why it behooves every marketer of macaroni, or kindred specialties, to choose his trade mark "carrier" with extreme care and long foresight.

First, let us set ourselves straight on the connection. The term "trade mark carrier" smacks of the utilitarian,—the practical facility,—whereas any reference to trade mark setting or environment hints at the sentimental. But in this case the 2 elements are one and the same thing. The trade mark carrier is the wrapper, label, carton, seal, sticker or package dress which bears the trade mark to and fro in commerce when, as in the case of macaroni, it is not usually practicable to implant the trade mark directly on the goods. But the box, or package wrap, or what not, is usually so much larger in size than the straight trade mark that this carrier not only serves as a support for the trade mark but also provides the mark with a frame or a stage setting that, if well arranged, emphasizes and glorifies the brand.

It is somewhat radical, I know, to tell the busy marketer of macaroni that he must take time to consider not his trade mark alone but the effect of his trade mark in its surrounding scenery. Why, it is only in recent years, since the Supreme Court of the United States has been insistent about it, that branders have been persuaded to look upon each composite trade mark as an entirety. Before that there was always temptation for the macaroni man to pick out some one pet feature of his identifying design and play that up as though it were the whole trade mark. Now, from visualizing the complex mark as a whole, the seller is urged to go a step farther and see to it that the container form or printed matter which bears his trade mark to the purchasing public measures up to, reinforces and intensifies the mark in the impression the mark makes upon the lay mind.

There are practical reasons aplenty

why the trade mark carrier should be in tune with its trade mark; reasons quite aside, that is to say, from considerations of good taste. One of the prime persuasives to the selection of a suitable background for the brand is the matter of visibility. Some contrasts of color are more emphatic than others. A trade mark name displayed in any given color will "stand out" more impressively against certain backstops than it will against others. All this is mighty important, too, in this day when the shelf value of packages is capitalized to the utmost and when windows displays are glimpsed fleetingly and often at long range. Nor does the choice of proper color necessarily involve the macaroni brander in a lot of expensive first-hand investigation and experiment. He may play reasonably safe by simply following the tables that have been worked out showing comparative visibility of colors.

No less important than visibility in picking a trade mark carrier is the attainment of contrast,—contrast, that is to say, between one product and its rivals. It behooves every marketer of macaroni who has an established trade mark, familiar, or to become familiar to the public, to give that mark its full chance to pull business by making it readily distinguishable from all competitive marks. Naked trade marks may have slight similarities that could confuse the unwary. Therefore it is no more than good policy for the self-confident marketer to employ all the resources of setting and background to keep his marked receptacle apart from its fellows in "front." To illustrate, if one macaroni marketer has mounted his trade mark against a package background in a checker board design, a competitor who desires to challenge him for trade will not only eschew a brand carrier in the checker board pattern but may go to the opposite extreme to underscore the individuality of his mark through novelty in the surroundings.

Some of the shrewd marketers of macaroni who are most keenly alive to the importance of capitalizing the trade mark carrier as well as the trade mark have centered their attention lately upon the development of trade mark conveyances that make possible trade mark repetition on each unit of sale. The principle here involved is old and time-tried. Indeed, we have progressed to the stage

where most of us regard "reiteration" as the essence of all advertising. The ditto technique in trade mark display applies that same formula, with the added consideration of insurance that every beholder of a package unit shall surely see the trade mark no matter from what direction or at what level he looks. A typical example of the self repeating trade mark carrier is the package wrap so designed that when the wrapper is in place the trade mark will be conspicuously positioned on each of the 4 sides and 2 ends of the package.

That the macaroni industry is awakening to the importance of assisting a trade mark to put its best foot foremost is attested by the pains and the expense to which certain trade leaders have been put to ascertain the reactions of the public. No project in scientific selection in any commodity field has surpassed in thoroughness that which enabled the makers of Beech-Nut macaroni to pick the best bet among nearly 2 dozen designs of trade mark carriers, submitted by as many different commercial artists. Instead of attempting to decide the question themselves the Beech-Nut people enlisted the public for a straw vote, the voters being invited to express their individual preferences with respect to color combinations, appropriateness, impressiveness of designs as a whole, etc.

It is worthy of special attention that the plan followed in this Beech-Nut voting contest (conducted in various grocery stores) did not ask judgment on the candidates as complete entities. Instead, the plot was to "break down" the selection into the separate factors that combine to provide an effective trade mark carrier. To that end each citizen who was asked to pick his favorites from among the tentative designs on view was instructed to think of only one thing at a time and vote accordingly. First, design alone was considered. Then a selection was made on the score of color values only. And, so on. In any appraisal of possible trade mark carriers, whether it be confined to the macaroni maker's own staff or the public be invited in, it is desirable to set up a "measuring stick" in the form of a simple, black and white rendition of the trade mark name or device. Alongside this "control" may be ranged for purposes of comparison the various and sundry potential carriers.

*(Continued on Page 32)*

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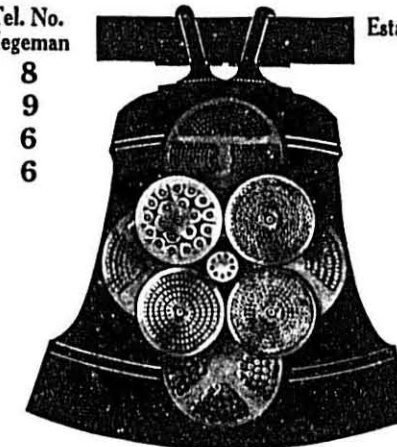
*Dependable Semolinis  
of  
High Quality and Uniformity*

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

**NORTHLAND MILLING CO.**  
MINNEAPOLIS, MINNESOTA

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

Tel. No.  
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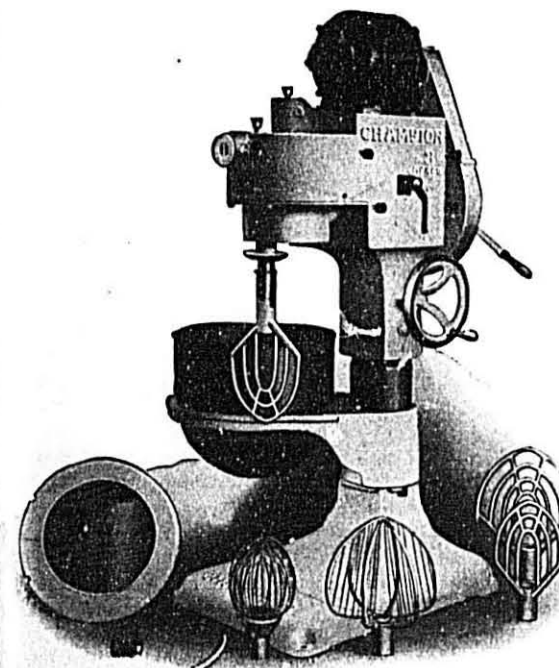


Established  
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8  
9  
8

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

Every Order is Given the Personal  
Attention of Die Experts.

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



**CHAMPION EGG YOLK  
BEATERS**

*For Every Noodle Plant*

3--Speed--36-80 Qt. Bowls  
4--Speed--36-60 Qt. Bowls  
7--Speed--20 Qt. Bowl

**ELIMINATE STREAKY  
APPEARANCE BY**

Beating Egg Yolks and  
Mixing Eggs with Flour.  
Champion Beaters are  
reasonably priced, cost  
little to operate.

**Champion Machinery Co.**  
Joliet, Illinois

## Notes of the Macaroni Industry

### Macaroni Exports Steadily Increasing

American manufacturers are enjoying a very profitable foreign trade in macaroni products according to figures by the Bureau of Foreign and Domestic Commerce which indicate an upward trend in the exportation of this foodstuff.

For November 1929 a total of 1,061,822 lbs. was exported at a value of \$93,875 as compared with only 989,887 lbs. valued at \$93,379, the exports in November 1928.

For the 11 months ending Nov. 30, 1929 the exports totaled 9,808,143 lbs. bringing to American manufacturers and exporters \$837,049. In the same period in 1928 the exports were 8,770,417 lbs. valued at \$789,181.

On the other hand the importation of macaroni products shows a slight decrease. In November 1929, 296,820 lbs. of this foodstuff was imported at a cost of \$28,300, compared with 297,508 lbs. valued at \$28,990, the imports for November 1928.

For the 11 months ending Nov. 30, 1929 the imports totaled 2,536,282 lbs. costing \$235,328. During the same period in 1928 we imported 3,067,536 lbs. paying for them \$336,831.

While most of the American macaroni exported in November went to the countries in the Western Hemisphere shipments were made to practically every continent and all of the leading nations as shown by the table of exports below:

Countries	Pounds	Dollars
Greece	134	14
Irish Free State	4,200	332
Netherlands	19,100	1,565
United Kingdom	205,281	18,632
Canada	474,707	40,295
British Honduras	1,933	137
Costa Rica	1,604	113
Guatemala	770	46
Honduras	15,973	884
Nicaragua	6,417	652
Panama	27,003	1,438
Mexico	29,359	2,766
Newfoundland and Labrador	2,401	275
Bermudas	2,134	236
Jamaica	2,142	198
Trinidad and Tob.	1,392	76
Other B. W. Indies	34,325	2,035
Dom. Republic	47,167	3,044
Neth. W. Indies	5,160	526
Haiti, Rep. of	7,941	411
Virgin Islands	400	34
Bolivia	100	15

Chile	425	65
Colombia	48	10
Ecuador	48	11
Peru	300	36
Venezuela	2,448	423
B. India	968	111
B. Malaya	713	74
Ceylon	1,748	243
China	30,204	1,857
Java and Madura	1,416	166
E. Indies	435	48
Japan	3,500	505
Palestine	78	8
Philippine Islands	5,383	854
Siam	145	17
Australia	88,519	11,529
B. Oceania	83	10
F. Oceania	1,155	134
New Zealand	26,575	3,092
B. E. Africa	205	24
Union of S. Africa	4,617	565
Nigeria	184	18
Mozambique	1,545	174

### How Many Feet In a Pound?

A pleasant winter pastime for those mathematically and statistically inclined is to determine how many feet of spaghetti constitute a pound. As is naturally to be expected many treat the problem from a humorous angle while some attack it seriously.

One who is deft at figures has concluded that there are about 85 48-inch strips to a pound. This would equal about 3400 inches or 284 feet. The strips figured on are the 2 straight lengths and the crook formed in hanging over the ordinary macaroni stick.

While macaroni manufacturers are laughing at these figures knowing that the length per pound depends upon the thickness of the spaghetti and whether or not it is perforated, the press of the country is enjoying the game and the publicity is doing no harm to macaroni consumption.

### Macaroni Helps Northwest Farmers

The growth of the macaroni manufacturing business in the United States has proved a boon to the farmers of the northwest, states a recent release to the press by The Creamette Company of Minneapolis. One of the first sights that interests visitors in macaroni manufacturing plants is the almost endless piles of sacks of a meal-like flour which is known as semolina, and which is made from durum wheat that is best grown in the Dakotas and in some parts of Minnesota. Durum raising yields a substantial proportion

of the farmers' income of the northwest. Durum wheat makes a yellowish bread that is not pleasing to Americans. So the northwest's durum crop did not bring a good price until the macaroni business in this country discovered its value and provided for it a huge market. This was a great help to the farmers of the northwest since durum is a good crop in some of the drought areas where ordinary wheat is not very successful.

### New Spaghetti Firm

The Haverhill Spaghetti company was recently organized in Haverhill, Mass., and a small modern plant installed at 103 River st. The proprietor is Carrado Marino who for years has been a successful produce dealer in that city. Though the firm name emphasizes "spaghetti" all forms of macaroni products will be manufactured and distributed in wholesale and retail channels in Haverhill and vicinity.

### Rotarians Learn Macaroni Making

Henry Mueller, president of C. F. Mueller company, Jersey City, N. J., and former president of the National Macaroni Manufacturers association, was the principal speaker at the January meeting of the Jersey City Rotary club. With the aid of a motion picture he described the macaroni manufacturing process and gave a short history of the progress made by the industry.

In his talk Mr. Mueller declared that the origin of macaroni was lost in antiquity but that Italy apparently accepted the food most graciously and must be credited with handing down the product to the present age. The artistic temperament of the Italians left its mark in macaroni products in that they developed from 150 to 200 different shapes, sizes and forms, all made from the same basic dough.

Macaroni first became popular in America about 40 years ago but its greatest progress has been made within the last 20 years. He stressed the fact that consumption of macaroni products in America is still very small as compared with European countries. The Italians consume about 50 lbs. a year per capita, the Germans about 20 lbs. and the Americans fewer than 5 lbs.

The motion picture showed the process of manufacture from the growing of the special wheat in the northwest states, its grinding into suitable

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Make Your Noodles  
from the finest

## EGG YOLK

Rich in Color---  
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AN ADHESIVE FOR EVERY  
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### When You Are Wrapping Packages

at top speed---the glues  
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operation cannot be too  
speedy for



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Other Mikah Adhesives:  
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WORLD'S LARGEST PRODUCER  
OF ADHESIVES



farina and semolina, the mixing, kneading and pressing operations by huge machines, and the cleanly, well ventilated drying rooms where the products are properly cured before being packaged to suit the wishes of the distributors and consumers.

#### Manager Minard Honored

H. E. Minard, salesmanager of the C. F. Mueller company, Jersey City, N. J., was elected second vice president of the Association of Manufacturers Representatives in New York city and assumed his new office early in January. Mr. Minard is one of the active members of the association and is apparently in line for higher honors therein.

#### Navy Wants Spaghetti Bids

The Bureau of Supplies and Accounts, Navy Department, Washington, D. C., is advertising for bids on 133,000 lbs. of spaghetti to be delivered at 3 navy depots, all spaghetti to be of a quality and packed in strict accordance with special specifications announced by the Navy Department on Dec. 2, 1929.

All bids are to be submitted on or before March 11, 1930, and deliveries made either by water or rail carriers

according to the convenience of the contracting bidders.

Bids are to be submitted for deliveries as follows: (a) 37,000 lbs. of spaghetti to the Officer-in-Charge, Navy Supply Depot, Brooklyn, N. Y. (b) 51,000 lbs. to the Officer-in-Charge, Navy Supply Depot, Operation base, Hampton Roads (Sewald's Point), Virginia. (c) 45,000 lbs. to the Supply Officer, Navy Yard, Mare Island, Cal.

According to the announcement the successful bidder will have to pay all freight and drayage expenses to the point of delivery where inspection will be made of the product to determine its quality and weight. Even at that point the government reserves the right to reject the product if not in keeping with specifications, the basis on which all bids should be made.

#### New Sea Shells Die

A special die for manufacturing the sea shell shapes of macaroni products has been invented by Guido Tanzi, vice president of Mario Tanzi & Bros., Inc., and will be made available to the industry as soon as it can be manufactured to meet orders. The patent on the new die has been applied for by the inventor who claims that it will produce a much bet-

ter product, insuring uniformity of shape and regularity of wall thickness.

#### Assumes Presidential Duties

Flanked on all sides by a bevy of beauties corralled from the stage and all ranks of society, Louis S. Vagnino, vice president of the American Beauty Macaroni company and general manager of the Faust Macaroni company, assumed his new duties as president of the St. Louis Association of Manufacturers Representatives for the year 1930. Recognized as the most eligible bachelor in the efficient staff of officers, his coworkers arranged for the ceremony of induction to office midst a scene never before witnessed at installation services. The annual inaugural dinner was given in the Chase hotel Jan. 11, and to the credit of this young macaroni manufacturer it can be said that he was probably the least flustered of those present, wholly unconscious of the counteracting effect of his comeliness on the lovely ladies who graced the occasion.

Among the others who formed part of the cast in the lovely scene were Auther L. Benz, Vest-Claymer Co., 1st vice president; Peter S. Miravalle, Associated Brokerage Co., 2nd vice president; Park F. Kirk, Indiana Condensed Milk Co.,



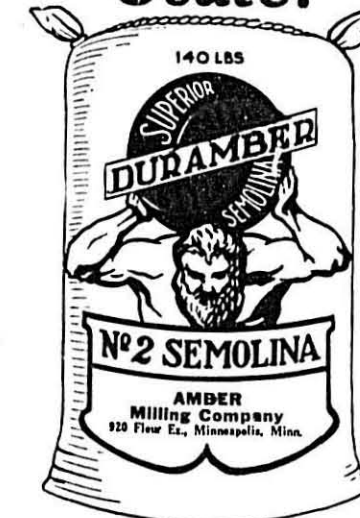
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MACARONI MANUFACTURER  
You will find satisfaction, economy  
and durability in  
**STAR PERFECTION DIES**

THE STAR MACARONI  
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PER PASTA PERFETTA

Usate!



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

## A RESEARCH ON MACARONI PRODUCTS BY THE BUSINESS BOURSE

### MACARONI and NOODLE MANUFACTURERS

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

### THE SURVEY COVERS NEARLY 100 TYPEWRITTEN PAGES

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

### APPLECROFT HOME EXPERIMENT STATION ANALYSIS

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

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

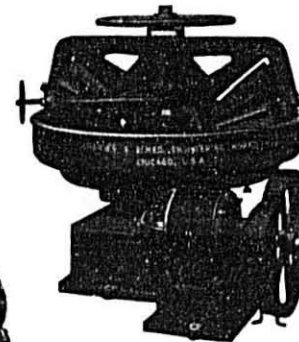
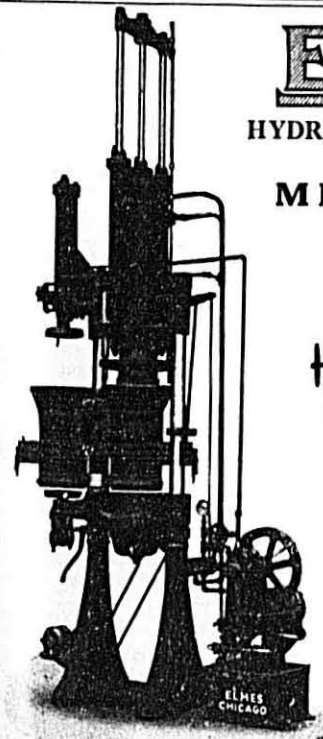
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We have embodied in these machines the best features compatible with strength and durability which has given them a reputation for superiority of service and output.

The strongest and best material is used in their construction and as nearly as possible they are mechanically perfect.

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All Hydraulic and Auxiliary Packing Cylinders on our Presses are bronze bushed.  
You'll find Quality and Workmanship in our product

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secretary; Edward Spellerberg, Pet Milk Corp., treasurer; Joseph E. Zipf, General Food Co., chairman of board; A. L. Henige, Ohio Match Co., director; Sid Wildberger, Colonial Salt Co., director; J. P. Oswald, T. A. Snider Co., director; H. L. Wagner, Stanton Brokerage Co., director; A. F. Cornils, sergeant at arms.

**Secrets of Successful Trade Marking**

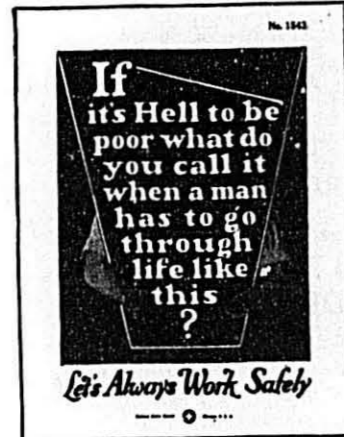
(Continued from Page 26)

The selection may be as between wrappers of different colors. Or, the medium may, also, be the subject for debate. Thus, when color and typographical layout have been approved, there may remain the question of whether the trade mark in the O.K'd color scheme would show up best on a label, a tag, a sticker, a band or a wrapper, or directly on the bag or carton.

**Macaroni Exports for December 1929**

Countries	Pounds	Dollars
Irish Free State.....	4,200	332
United Kingdom .....	323,607	36,913
Canada .....	209,814	20,076
B. Honduras .....	2,671	230

Guatemala .....	2,365	169	Cuba .....	35,278	2,189
Honduras .....	13,507	846	Dom. Republic.....	10,330	694
Nicaragua .....	3,053	214	Netherlands W. Indies..	1,060	110
Panama .....	68,252	3,605	Haiti, Rep. of.....	6,700	310
Mexico .....	137,060	8,418	Virgin Islands .....	1,300	100
Newfoundland and Labrador .....	1,033	89	Colombia .....	1,393	144
Bermudas .....	1,020	96	Ecuador .....	150	18
Barbados .....	280	28	Peru .....	264	24
Jamaica .....	342	30	Venezuela .....	1,166	92
Trinidad & Tob.....	234	44	British India .....	3,505	400
Other B. W. Indies.....	1,554	191	B. Malaya .....	2,201	256
			Ceylon .....	638	92
			China .....	16,733	1,380
			Other Netherland E. Indies .....	582	64
			Hong Kong .....	97	11
			Japan .....	6,808	989
			Philippine Islands .....	10,986	1,790
			Siam .....	556	55
			Syria .....	48	10
			Australia .....	45,142	5,907
			B. Oceania .....	894	102
			F. Oceania .....	1,289	147
			New Zealand .....	11,775	1,304
			B. E. Africa.....	292	33
			Union of S. Africa.....	3,358	376
			Gold Coast .....	127	15
			Nigeria .....	52	6
			Mozambique .....	520	56



Copy of poster put out by National Safety Council to promote plant safety.

Business is awakening—keep up with it.

**Barozzi Drying System**

*Manufacturers of Macaroni Dryers that dry in any kind of weather*

**FAULTLESS AND SIMPLE**

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For this industry we design and manufacture all kinds of labor saving devices

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*Machines for Package Filling, Sealing and Wrapping*

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

A Size and Speed for Every Need

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



A nationally-known package produced by Stokes & Smith Machines.

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

**SAVE---**

Material, Labor, Contents

**IMPROVE---**

Display Value, Selling Power, Preservation of Contents

Our experience is at your service in solving packaging problems. We shall be glad to have you call on us.

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Present Day Competition is Keen. Manufacturers Using 2-A Semolina Have No Difficulty Holding Their Trade and Increasing Sales

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Amber Durum Wheat

Washing the Wheat Insures a Sweet Clean Product

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MINNEAPOLIS

SAINT PAUL

## Grain, Trade and Food Notes

### Survey of Wheat Situation

An outstanding feature of the world wheat situation in August-November 1929 was the accumulation of evidence that import requirements for the crop year 1929-30 are relatively small. This appears to result in part from the excellent wheat, rye, and feed-grain crops of Europe and in part from a heavy inward carry-over of wheat. The volume of international trade in August-November was smaller than in most recent years and this movement, together with the small requirements, suggests that the volume of international trade for the crop year as a whole, measured by net exports, may approximate only about 720 million bus. Net exports totaled about 940 million bus. in 1928-29.

The principal exporting countries harvested small crops in 1929. Even so, with the huge inward carryovers enough wheat seems to be available to provide net exports of 720 million bus. or more without reducing the carryover out of 1929-30 even to an average level, though the carryover out will almost certainly prove smaller than the carryover in. Such developments seem to be in prospect even without a substantial change in the September-December level of British parcels prices, which was low in view of the short world wheat crop of 1929. In the absence of important changes in new crop prospects, a roughly similar level of parcels prices may prevail in January-March. But if net exports are to reach 720 million bus., the average seasonal movement of exports from North America must be modified in the last few months of the crop year; and a modification seems to imply a change in the August-December relationships of Chicago-Liverpool and/or Winnipeg-Liverpool future prices. Such a change would probably occur at a level of inter-

national prices about like that of September-December or a little lower if new-crop prospects prove favorable, but at a higher level if prospects are distinctly or even moderately unfavorable.

### Sefton Company Merged

The Container Corporation of America, formed in 1926 and recognized as one of the largest manufacturers in the packaging industry, has added to its organization the old and well known Sefton Manufacturing Corp. The merger brings to the Container Corporation of America additional annual business of \$5,500,000. The merged concerns should do a total business of \$23,000,000 in 1930, according to the estimates of President Walter P. Paepcke.

The Container Corp. plants are situated in Chicago; Kokomo and Anderson, Ind.; Cincinnati, Circleville and Cleveland, O.; Fairmont and Charleston, W. Va.; Bridgeport, Conn.; Natick, Mass., and Philadelphia, Pa. To this group the Sefton Corp. will bring fabricating plants, in Chicago, Anderson and Brooklyn, the latter giving it ready access to the big New York market. Also additional business in a field which the Container Corp. had not previously touched, the manufacture of folding boxes, waxed cartons, suit boxes, display cartons, paper pails, and other boxes so extensively used today.

### The Finishing Touch

The National Adhesives Corporation of New York, N. Y., manufacturer of "Nikah" gums, pastes and glues for all sealing purposes, has just issued a well illustrated booklet on the use of its products in packaging and sealing foods. The booklet illustrates how some of the leading manufacturers are meeting their labeling and packaging problems. Copies

of the booklet may be obtained by addressing the New York office of the organization.

### Paper Box Convention

The 12th annual convention of the National Paper Box Manufacturers association will be held Feb. 26-28 in Hotel Cleveland, Cleveland, O. The outstanding event of this year's meeting will be the trade practice conference with the Federal Trade Commission on Feb. 27.

Several allied trades will meet in connection with this annual convention. Among them are the Can and Tube Manufacturers association and the National Paper Box Supplies association.

Conditions have arisen in the paper box trade that necessitate the establishment of trade practice rulings to guide individuals in the paper box industry and to cover the ethics and practices of the entire industry.

One of the outstanding addresses will be that of E. St. Elmo Lewis, who will speak on "Developing New Business."

### Durum Wheat Shows Firmer Tone

According to the U. S. Department of Agriculture durum wheat offerings in January were hardly sufficient for current trade requirements and as a result the prices continued firm, slightly higher than ordinary wheat. All offerings of good milling quality were rapidly taken by the Minnesota mills.

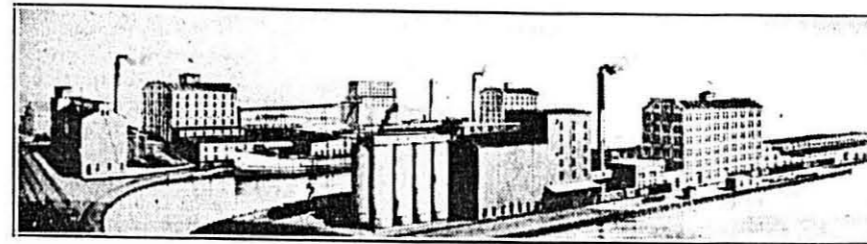
At Duuth No. 1 amber durum wheat was quoted at 1.12 per bu.; No. 2 at 1.10 and No. 2 mixed at 1.05½.

The semolina millers report that macaroni manufacturers had fairly well covered their present needs by early contracts though several firms were in the market for raw materials to cover their late winter and early spring requirements.

February 15, 1930

THE MACARONI JOURNAL

35



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## Strength, Color and Flavor

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## The Macaroni Journal

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

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Vol. XI February 15, 1930 No. 10

### Rulings Arouse Curiosity

"Reading the new rulings of the Food, Drug & Insecticide Administration with respect to milk and milk products in the December issue of The Macaroni Journal makes us curious to know just what effect this will have on macaroni made from milk," writes a New York firm. "Through your good offices we would like to obtain answers to the following questions:

"(1) In the manufacture of milk macaroni must only fresh milk be used or can one use dried, evaporated, condensed, pasteurized or skimmed milk?

"(2) What proportion of milk if any of the above named forms is required by law to be used in macaroni manufacture to permit it to be termed 'milk macaroni'?"

"As macaroni manufacturers we are interested in having detailed information so far as this product has come under your observation."

To the above inquirer reply was made that the U. S. Department of Agriculture has as yet made no standards for milk macaroni though this has been taken up with the department on several occasions.

The Food, Drug & Insecticide Administration advises that the amendments to the milk standards adopted Nov. 25 do not affect the status of milk macaroni. This product has not been defined and therefore there is no published standard as to the amount of milk which the finished product should contain:

"Since milk is a recognized ingredient, as you will note, in macaroni, this administration holds that there should be a substantial amount of whole milk or equivalent milk solids in a product labeled 'milk macaroni.' Skim milk, either fresh, condensed or powdered,

may not be substituted for whole milk. "While this administration does not hold that the percentage of milk shall be stated on the label, it would be advisable for those manufacturers who are making 'milk macaroni' or intend to put out such a product to submit to this administration a quantitative formula together with sketches of the labeling, in order that comment may be made as to the application of the law. It may be added that the amount of milk or whole milk product regarded as 'substantial' should be such as to definitely and unmistakably characterize the product from the ordinary macaroni."

The conclusion seems to be that the government requires that the amount of milk should be substantially sufficient to give the product distinctive character. In the case of milk bread the standard committee had decided that at least one half of the liquid required for making the dough shall be of whole milk or its equivalent in milk solids. A definition along this line may be expected some day in the case of macaroni.

### 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 January 1930 the following were reported by the U. S. Patent Office:

Patents granted—None.

#### TRADE MARKS REGISTERED

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

##### Lido

The private brand trade mark of Lavieri Brothers, Torrington, Conn., for use on macaroni. Application was filed June 5, 1929, published by the patent office Oct. 15, 1929 and in the Nov. 15, 1929 issue of The Macaroni Journal. Owner claims use since May 23, 1929. The trade name is written in heavy type above a scene in ancient Italy.

##### Mare Chiare

The private brand trade mark of Antonio Puccini, Brooklyn, N. Y. for use on macaroni and other groceries. Application was filed Sept. 6, 1929, published by the patent office Oct. 22, 1929 and in the Nov. 15, 1929 issue of The Macaroni Journal. Owner claims use since Sept. 21, 1926. The trade name is in heavy black type.

##### Twisto

The private brand trade mark of John L. De Angelis, doing business as Twisto Tubular Spaghetti Co., White Plains, N. Y. for use on macaroni.

Application was filed Aug. 16, 1929, published by the patent office Nov. 12, 1929 and in the Dec. 15, 1929 issue of The Macaroni Journal. Owner claims use since May 24, 1929. The trade mark is the trade name in outlined letters enclosed in an oval made of tubular spaghetti. In the upper part of the oval is the name "De Angelis" and in the lower section the words "Twisted Spaghetti."

#### TRADE MARKS APPLIED FOR

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

##### Table King

The private brand trade mark of Smart & Final Co., Wilmington, Cal. for use on alimentary pastes and groceries. Application was filed July 13, 1929 and published Jan. 14, 1930. Owner claims use since June 27, 1930. The trade name is in black type.

##### Vit-O-Veg

The trade mark of The Pfaffman Egg Noodle company, Cleveland, O. for use on alimentary paste products, especially noodles, macaroni and spaghetti, in conventional forms and varying designs and shapes. Application was filed Nov. 22, 1929 and published Jan. 21, 1930. Owner claims use since Nov. 13, 1929. The trade mark is written in black letters.

##### Sword

The private brand trade mark of George W. Simmons Corp., New York, N. Y. for use on spaghetti and groceries. Application was filed Apr. 9, 1929 and published Jan. 28, 1930. Owner claims use since Nov. 10, 1927. The trade mark is in heavy type.

##### Virginia Dare

The trade mark of The Pfaffman Egg Noodle company, Cleveland, O. for use on macaroni, spaghetti and noodles. Application was filed Oct. 3, 1929 and published Jan. 28, 1930. Owner claims use since August 1926. The trade mark is the trade name in heavy type.

#### SALESMAN

Wanted, who is at present covering the Macaroni Manufacturers in the New York Metropolitan district to sell Macaroni Shooks as a side line. Good opportunity for the right man. State details about yourself.

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# MACARONI BOX SHOOKS

*From any grade or color of Southern Woods  
you may prefer*

Our timber holdings and 11 mills located in

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Alabama

Mississippi

Louisiana

With capacity of ELEVEN CARS of FINISHED MATERIAL  
a day and equipped with the most modern dry kilns and saws,  
guarantee you PROMPT and SATISFACTORY SERVICE.

*We would be pleased to submit our sales plan, samples and prices.*

## J. C. NICHOLS

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Eastern Office  
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F. H. Golday, Mgr.

**OUR PURPOSE:**  
EDUCATE  
ELEVATE  
—  
ORGANIZE  
HARMONIZE

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

**OUR MOTTO:**  
First--  
INDUSTRY  
—  
Then--  
MANUFACTURER

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*The President's Column*



**Advertising Committee's Fine Work**

Something of the utmost importance to our future is happening in the Macaroni Manufacturing Industry.

Observant manufacturers have long sensed it and have been curious to know what it is all about.

All aroused curiosity is soon to be appeased. The Macaroni Advertising Committee through its conscientious and hard working chairman, Mr. Robert B. Brown, is ready to make a complete report on its fact finding research work.

It promises to be filled with both pleasant and unpleasant surprises and will open the eyes of even the most optimistic. It makes some pertinent suggestions and recommendations worthy of consideration by every individual and group in the trade.

This Committee has done a splendid work. Its survey has been thorough and complete, thanks to the splendid cooperation of the macaroni manufacturers and the allied trades.

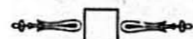
In its program of action the Macaroni Advertising Committee sought not glory, but actual and true facts. It got them because the industry responded nobly. For this attitude and cooperation the Committee is truly thankful.

The Committee will broadcast its interesting, factual report in the form of a 40 page booklet, brimful of truths and figures which it will endeavor to place in the hands of every one who is concerned in the future welfare of our business.

Be sure and get a copy of this wonderful report which should be ready for distribution about the middle of February. Study it carefully, and when called upon let's all be ready and willing to do our full duty to our industry.

While the Macaroni Advertising Committee labored not for praise, the truth is that it has done a fine work. It deserves our heartiest commendation and fullest support. Let's give both unstintingly.

*The Secretary's Column*



**Association Facts**

Are the Macaroni and Noodle Manufacturers of America truly conscious of the real value of cooperative, group action in overcoming conditions that are retarding progress of individuals and industry?

In practically every other line of business the true value of trade associations is becoming more and more appreciated, and never before have said trade associations stood in such high favor.

Why? Because a group always views problems in the broadest sense. Real, substantial progress is made when units cooperate and forge ahead along progressive, middle-of-the-road routes.

A well organized, active, voluntary trade association with a definite policy serves as a check on the impulsive elements and a spur to the backward. It solves new problems as they from time to time develop, not for the sole benefit of individuals or factions but for the general good of the trade.

The National Macaroni Manufacturers association is such an organization. For 26 years it has served the Macaroni Industry as fully as it wished to be served. It can do more if the Industry commands.

Therefore there devolves on each and every macaroni and noodle manufacturing firm in America, a solemn duty of joining and supporting this voluntary trade association:

Association members should be prompt in the payment of their dues, very reasonable indeed, and become more active in the several activities of the organization.

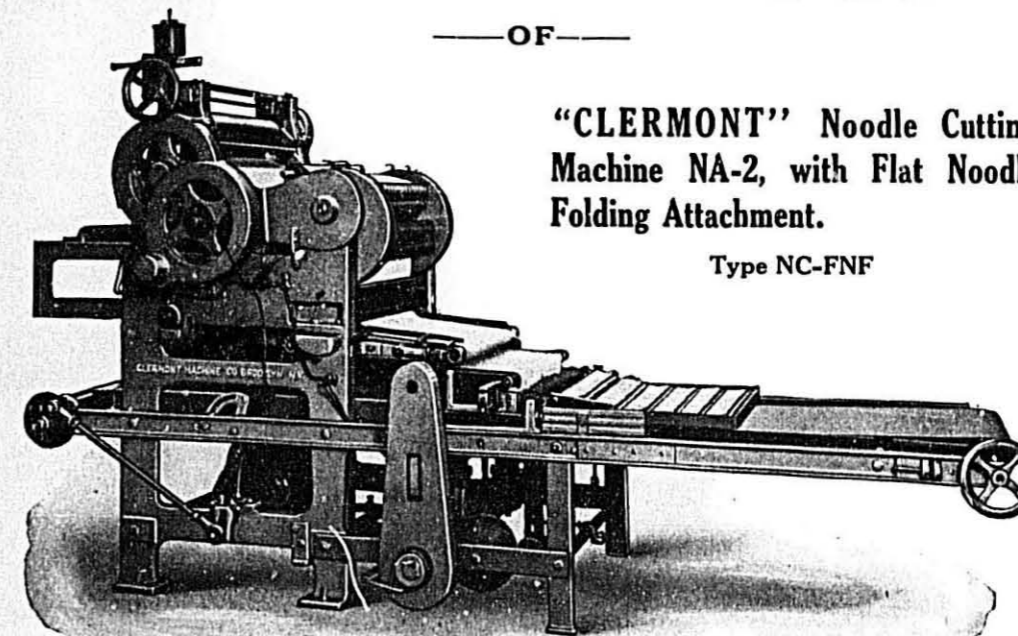
Nonmembers should immediately recognize their duty to themselves and to their Industry by volunteering their services and offering their membership.

The larger and more unified the membership in a trade association, the better and more effective action can be expected.

The Moral—Members should pay their dues promptly, less than 10% having overlooked this duty to date, and nonmembers should immediately volunteer to join and support their trade organization.

**THE LATEST TYPE**

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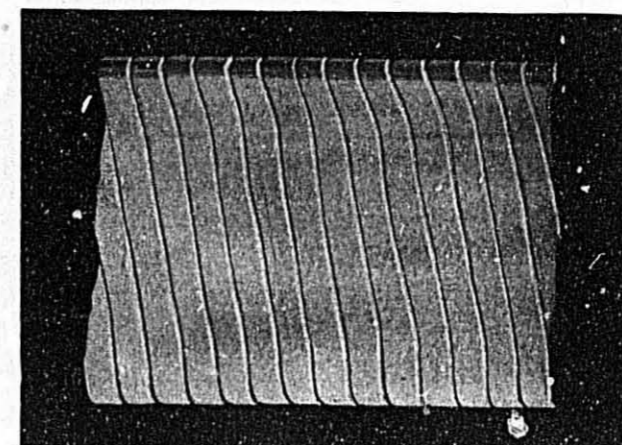
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