

**THE
MACARONI
JOURNAL**

**Volume 12,
Number 5**

**September 15,
1930**

The Macaroni Journal



Minneapolis, Minn.

September 15, 1930

Vol. XII No. 5

Association Strength

That old Greek myth about Achilles' vulnerable heel teaches that every man and man-made thing has a weak spot somewhere.

Wise business executives will still learn from this myth that none is so self important as to be entirely independent of his fellow tradesmen; none so large as to be invincible.

Sincere cooperation in Trade Association activities strengthens the weak spots, offers protection against the common enemy and enables the members to more easily keep in step with natural trade advancement.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

YOLANDA (Spiral Shaped Macaroni)

A fancy macaroni that makes a hit with the housewife.

Sells as fast in the long pastes as it does in the short ones.

The manufacturer gets more money for Yolanda---and makes a larger profit.

Also he obtains a new market---satisfying that progressive class of consumer who likes the fancy and the new.

Dies for Yolanda Spiral Shaped Macaroni in both long and short pastes are manufactured exclusively by Maldari and Bros., who control the patent rights.

Further information, prices, etc.? Certainly, if you wish them. We will send along also the Maldari catalog of plain and fancy dies.



"WE ARE SUBSCRIBERS
TO THE CAMPAIGN"

F. MALDARI & BROS., Inc
170-180 Grand Street, NEW YORK CITY

*"America's Leading Die Makers for Over 28 Years with
Management Continuously Retained in Same Family"*

MALDARI'S Insuperable MACARONI DIE

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« INITIATIVE vs. OBEDIENCE »

Clipping from the Detroit Times "Musings"

BY
CHARLES S. KENNISON

I want my employes to do as I say —
When I give instructions, they have to obey.
My order are ORDERS. I'm telling you. Son—
And I will not argue. It's my way or none.

And if it shall be that I make a mistake,
I'll shoulder all blame for each blunder I make.
However expensive or bitter the loss,
They'll do what I tell them, so long as I'm boss.

In this sort of fashion spoke William O'Toole,
Who governed his men with an iron-fisted rule.
And now let us listen to Henry McCann,
Who handles his men by a different plan:

When I give instructions I want them obeyed—
But I want my fellows to not be afraid.
To think for themselves, if they happen to see
That they, by doing so, will be helping me.

If their way is better than one of my own,
Then I want to know it—I'm glad to be shown.
There's only one thing of my men that I ask—
And that is, that they shall live up to their task.

Their opinion of me I am sure will not shrink
If I let them know that I want them to THINK
Of ways that are better—regardless of rules.
Now, which plan is better—McCann's or O'Toole's?

J. R. H.

IT ISN'T
WHAT WE
SAY ABOUT--

QUALITY

It isn't what we say about the high quality of Two Star Semolina that counts. It is what the trade says about macaroni products made from Two Star. They say it in repeat orders. Why not join the ranks of satisfied Two-Star users?



BE SURE
TO SEE US
BEFORE BUYING

TWO-STAR
IS A GOOD
PRODUCE!

MINNEAPOLIS MILLING COMPANY
Minneapolis, Minnesota

New York Office,
410 Produce Exchange
Buffalo Office,
Dun Bldg., 7th Floor

Philadelphia Office,
418 The Bourse
Boston Office,
177 Milk Street

Chicago Office,
605 N. Michigan Ave.
San Francisco Office,
Merchants Exch. Bldg.

THE MACARONI JOURNAL

Volume XII

SEPTEMBER 15, 1930

Number 5

The Macaroni Recipe Contest

became more and more critical of the... frequent changes in his... Most are most anxious to learn... preparing and serving the... Show the ordinary housewife... ing dish and you have made...

ing this natural medium... the daily menu and seeking... the nation immediately... launched to make the... the sponsors of the campaign... a Macaroni Recipe Contest... of macaroni publicity.

most advertisements that will... much talked of, helpful... the popularizing of macaroni... among the millions of housewives... totaling \$50,000 are being... utilize goodly portions of this... ingredients. From the... the prize contest will... interest in the campaign.

Macaroni Contest is being... now appearing in the... and now on sale at the... the emphasis placed on... be set to thinking about... and about new ways of... in the preliminary... the astounding fact... ducts in any form were... in family more than... should not these housewives... me recipe month after... and to be most responsive...

\$50,000 in prize money will be divided... it will provide awards for several hundred... There will be a grand prize for the best... a similar grand prize for the best... and a like prize for the best noodle recipe. Then...

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» » » 1930 DURUM CROP « «

CROP SMALLER—QUALITY BETTER

By Alex G. Graif, King Midas Mill Co.

Special reports direct from the fields, threshing returns and exhaustive tests of samples from every section of the durum wheat territory, give assurance this year's crop will be of very good quality; (a little less than last crop in quantity but higher in gluten content and brighter in color). Our harvesting is almost completed under good weather conditions. Early arrivals of wheat contain an unusually low percentage of moisture, and although recent rains in the Dakotas will have some effect the bulk of the crop will no doubt go into the bins in excellent condition.

The government report of Aug. 1, 1930 estimates an outturn of 48,260,000 bu., as follows:

North Dakota.....	31,626,000 bu.
South Dakota.....	13,572,000 bu.
Minnesota	2,846,000 bu.
Montana	246,000 bu.

Threshing returns indicate somewhat better yields than expected, and therefore we believe the final figures will be fully 50,000,000 bu., or about 16,000,000 bu. less than the average crop of the past 5 years, and about 9,000,000 bu. less than the 4 year average after excluding the bumper 1928 crop, which amounted to 92,770,000 bu.

North African countries, which is durum wheat territory, will have a crop of approximately 57,672,000 bu. as compared with 67,167,000 in 1928 and 72,501,000 bu. last year. Italy, 60% of which crop is durum, is expected will have a yield this year of 223,069,000 bu. against 228,000,000 in 1928 and 260,772,000 last year. It is too early to make a reliable estimate of the Canadian wheat crop but it will be much larger than last year. Only a small percentage of the Canadian crop is durum, although the production of this grade is increasing.

The South Dakota crop is mostly light test wheat and of poor quality, due to weather conditions and on account of red and acme durum and a heavy admixture of spring wheat. The North Dakota crop is of excellent quality from the regular durum wheat territory. The Minnesota durum from the Red River valley is of remarkably good quality. Although our crop will be somewhat less than last year, we will have more of the amber durum quality. The color of the new amber

durum is brighter than on the last crop, having less of the white and mottled berries. The protein content will be higher, and a few early samples have tested over 19%. The average so far, however, is from 12% to 18%, or about 1½% to 2% higher than last year. When this was written our laboratory tested 40 samples from the best durum wheat territory, which averaged 14.9% but later on this crop the average will probably be somewhat lower.

It is perhaps well to call attention to a few matters which may affect prices. The long period of drouth in the corn producing areas has caused a very large shrinkage in this crop, resulting in a higher price and the substitution of cheaper grades for feeding purposes. There is an unusual demand for the cheaper grades of durum wheat, which are now selling at about \$6 per ton less than corn, and a surprisingly large amount is being used for this purpose. Italy during past years has purchased considerable quantities of our durum wheat, and this year with a crop over 37,000,000 bu. under last year and over 20% less in north Africa, will likely come to us for a much larger amount. Unless new developments occur to change the situation the price of durum wheat should work higher.

QUALITY CROP TO HELP ADVERTISING

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

While it is rather early to judge the entire durum wheat crop of the year so far been used, we are of the opinion that the quality of this year's durum is even better than the 1929 crop, which we regarded as exceptionally good.

The protein in the new durum wheat will probably average a half point higher compared with the 1929 crop, although it is too early yet to make very accurate guess. There is some durum coming in which runs extremely high in protein but otherwise is undesirable for high quality semolina.

One of the characteristics of the new crop which we believe will be noted as we get further into the crop year is flavor or the eating quality of macaroni products made from same. The dry, hot weather which obtained during the final growth stage of the wheat caused it to ripen perhaps too quickly

for a large per acre yield but just to develop the highest quality glutin berries. The high quality of the new crop with this exceptionally tasty characteristic should fit in nicely with the National Macaroni Advertising Campaign about to start, for if initial trials new consumers prove as satisfactory as we would judge, a larger number of permanent users of macaroni products should result. It is fortunate indeed, that the 1930 crop of high quality durum should prove so satisfactory an ally at this moment.

INTERESTING MARKET CONDITIONS

By Geo. B. Johnson, Washburn Crosby Co.

The outlook for the marketing of 1930 durum crop offers some unusual aspects when compared to the conditions of other years. Estimated production indicates a crop lacking 10 million bu. of being the smallest since 1926 when only about 45 million were produced. Since that year production has fluctuated widely as, for example, 52 million bu. were grown in 1929 and 92 million bu. were produced in 1928.

The marketing of such a small crop as there is this year would ordinarily be attended by a strong demand abroad, as durum has always been primarily an export crop. However, the number of conflicting influences at the present time which make it difficult to foresee just how much demand may develop. Following the very large crop of 1928, an unusual large surplus was built up and the export demand of 1929-30 failed to cause any reduction of this carryover. On the other hand, the 1930 European durum crop is the smallest in 4 years with the Italian crop most sharply reduced. This situation might present an active demand for American durum were it not for the fact that most European countries have raised their import duties to such a point as to make its liberal use a debatable question. The same time Canada has an indication that the 1930 durum crop for 1930 nearly twice as large as that of 1929. Therefore, liberal European demand should develop, Canadian competition will make a strong bid for that trade. In Russia, rather an indefinite quantity in the export field at present supposed to have increased considerably

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her production this year. These factors all taken together make the export outlet very uncertain. It is difficult to foresee whether or not Europe require much of America's 1930 crop.

In this country, however, there are potent influences which are certain to have a very decided effect on marketing of the present small crop. They are the prevailing low cash price for durum and the serious shortage of feed stuffs in the country due to the prolonged summer drought. The combination of these factors will result in the withholding of more than customary proportion of the crop from commercial markets. This is an important consideration in view of the restricted production.

The quality of the new durum is excellent, but in part is much higher than last year. In South Dakota where drought was most severe, the quality is poor. Feed requirements will consume most of the durum at state. To a large extent the conditions exist for the crop in North Dakota with an estimated production of 31 million bu. which to select durum wheat for manufacturing purposes. Formerly, the quality of the grain compared to a portion of this state is of high standard. The color is better than that of the 1929 crop and the content is higher. It is hoped that marketing from this area will be sufficient volume to care for all the requirements of domestic macaroni at the present time which make it desirable. Harvesting is about completed and weather conditions through the critical period have been ideal. There need be no fears for the good quality of the available milling supply but the present very unusual marketing conditions offer some interesting speculations as to the premium price trends.

DURUM OF SATISFACTORY QUALITY

Stockman, President Duluth Superior Milling Co.

Shipments of the 1930 durum crop so far examined the trade to be fairly well satisfied that apart from its appearance, the wheat of this crop is going to be much more satisfactory semolina than the wheat harvested last year. While the color and appearance of 1929 wheat were good, the semolina produced did not quite come up to expectations. It is reasonable to predict that the new crop wheat will produce macaroni products with more characteristic amber color.

While the rainfall was insufficient, this year's durum crop did not suffer greatly because durum wheat is a semi-arid crop and does well with less rain than other spring wheats. Examination of quite a number of cars show very little shrunken durum and unusually heavy test weight.

Weather conditions were perfect for harvesting and threshing. The wheat is dry, color good and the protein above the average of the last 2 crops.

As to quantity, the government estimate of 48 million bushels will in all probability be exceeded to a moderate extent—4 or 5 million bushels. This, however, is merely a guess founded on the test weight being considerably higher than one would expect in view of the unusually dry weather during the filling and ripening periods.

GLEANINGS FROM "ACTIVITIES"

Official Bulletin of Macaroni Advertising Campaign Subscribers

Subscribing members who use The Energy Trio emblem are advised to use the words "Subscriber N.M.M.A. No. 000" in small type, the number being the license agreement of the subscriber.

Through the courtesy of the Inter-Ocean Syndicate, macaroni products will be given a prominent place on its radio programs during household hours and Home Keeping Hints periods, as the result of an arrangement made by the Board of Advertising Trustees. Three new recipes will be featured.

The Association is sponsoring an activity much more extensive than a mere advertising campaign. It has developed into a program of functions and services, among which are: (1) The establishment of a Uniform Cost Accounting Method. (2) The Service of a Recipe Counselor. (3) An Advisory Label Service. (4) A Merchandising Counselor. (5) A Better General Service from the Association Headquarters at Braidwood.

Several hundred thousand reprints of the first ads to be used in opening the fall campaign have been ordered by subscribers for distribution among retailers and wholesalers as a means of acquainting them with the kind of publicity the Association is supporting.

The Jean Rich Cook Book is rapidly taking shape and will be ready for distribution the latter part of September. It will contain 70 new tested, approved recipes, many beautifully illustrated. On the back of the booklet will be imprinted the name and the message of

the distributing firm. Copies of all the women's magazines containing the recipe contest ads will be sent to all subscribers to the advertising fund as will all future issues containing macaroni advertising.

A Practical Cost Accounting System is rapidly taking form under the supervision of the Cost Accounting Committee of the National Association and Wolf & Company, the Association Accountants.

Among the valuable hints given subscribers in the last issue of "Activities" are: (1) Macaroni menus suggested for group meetings. (2) Serving 100% macaroni products luncheons to macaroni salesmen. (3) Offering Saturday contests in retail stores to encourage macaroni sales. (4) Serving macaroni products to housewives at food shows. (5) Proper handling of macaroni products in stores and warehouses to avoid "stales." (6) Use of proper, legal descriptive words instead of the "For Health" phrase which has been objected to by food authorities. (7) Bucking cheap competition by means of quality goods and fair selling tactics.

E. J. Thomas, salesmanager of the Capital Flour Mills, Inc., Minneapolis has resigned his position. He hopes to retain his connection with the macaroni manufacturing business because of his wide acquaintance with the trade. For many years he has been identified with the durum milling business as a representative of some of the leading firms in the northwest. His friends in the industry wish him every success in whatever new connection he may make.

»» OFFICIAL RECIPES »»

BY —
BOARD OF ADVERTISING TRUSTEES
National Macaroni Advertising Campaign

Women are always interested in new ways of serving standard foods—and especially interested right now in inexpensive substitutes—methods of making meals more appetizing at less cost.

Few women know more than one or two ways of serving macaroni products—one of the most economical and valuable foods on the market. They will be pleased to learn that this food can be served in a variety of forms and in many combinations that are not only appetizing but good builders of muscles and energy.

The National Macaroni Manufacturers Association is now releasing to the Food Page Editors of newspapers and magazines a selected list of macaroni and noodle recipes that have been tested and approved by food economics experts, not only for the food value of the prepared dishes, but for their taste and appearance. Recipes have been submitted by such food authorities as Fred Harvey of the Santa Fe, by Maxine, Chef de Cuisine, of the Benjamin Franklin hotel, Philadelphia and by Chef Theodore of Cunard Line, experts who daily serve thousands of consumers who are rather choicely about what they eat.

Here are 6 recipes that have been tested and approved by the National Macaroni Manufacturers Association, now released to the trade.

By Fred Harvey of the Santa Fe
"Macaroni Papoose"

- (Makes 4 liberal servings)
- ½ lb. macaroni (broken into 4 in. lengths)
- Thin slices of raw smoked ham
- Horseradish sauce
- ½ cup milk
- Grated cheese

1. Cook macaroni until tender. Drain.
2. Spread slices of ham with macaroni, horseradish and cheese.
3. Roll slices and skewer or tie together.
4. Place in shallow baking dish with ½ cup milk.
5. Bake in moderate oven (325 degrees) for 35 minutes.

6. Serve hot, with dish of crushed pineapple to sprinkle over each "papoose" as desired.

Hasty Hot

- ½ lb. spaghetti (short preferred)
- ½ cup chopped bacon
- 1 green pepper, chopped
- 1 onion, chopped fine
- 2 cups boiling water
- ½ teaspoon salt
- 1 cup tomato puree
- Olives and parsley

1. Fry bacon, onion and green pepper until slightly brown.
2. Add uncooked spaghetti, water, salt, and tomato; cook about 20 minutes stirring frequently.
3. Garnish with olives and parsley, serve immediately.

By Maxine, Chef de Cuisine, Benjamin Franklin Hotel
Macaroni Arlesienne

- 1 lb. macaroni
- 1 egg plant
- 4 medium tomatoes (1 lb.)
- ½ cup bread crumbs
- 6 tablespoons butter
- Salt and pepper
- 1 cup tomato puree

1. Cook macaroni in boiling water until tender, then drain.
2. Cut the eggplant in small square pieces and saute in butter.
3. Cut tomatoes in pieces, add tomato puree, remaining butter, and salt and pepper. Cook gently for ten minutes. Add the fried eggplant.
4. Mix the vegetables with the macaroni thoroughly and place in a baking dish or shallow casserole.
5. Sprinkle with fine bread crumbs, dot with butter and brown under the broiler.

Curried Eggs and Macaroni

- ½ lb. macaroni
- 4 tablespoons butter
- 4 tablespoons flour
- ½ teaspoon curry powder
- ½ teaspoon salt
- 2 cups milk
- 6 hard cooked eggs
- Buttered crumbs

1. Cook macaroni until tender. Drain.
2. Make a cream sauce of the butter, flour, curry powder, salt and milk.
3. When sauce is thickened add macaroni.

4. Place in baking dish with layer of sliced egg, having macaroni on top. Sprinkle with buttered crumbs and brown in a very hot oven (500 degrees) or under the broiler.

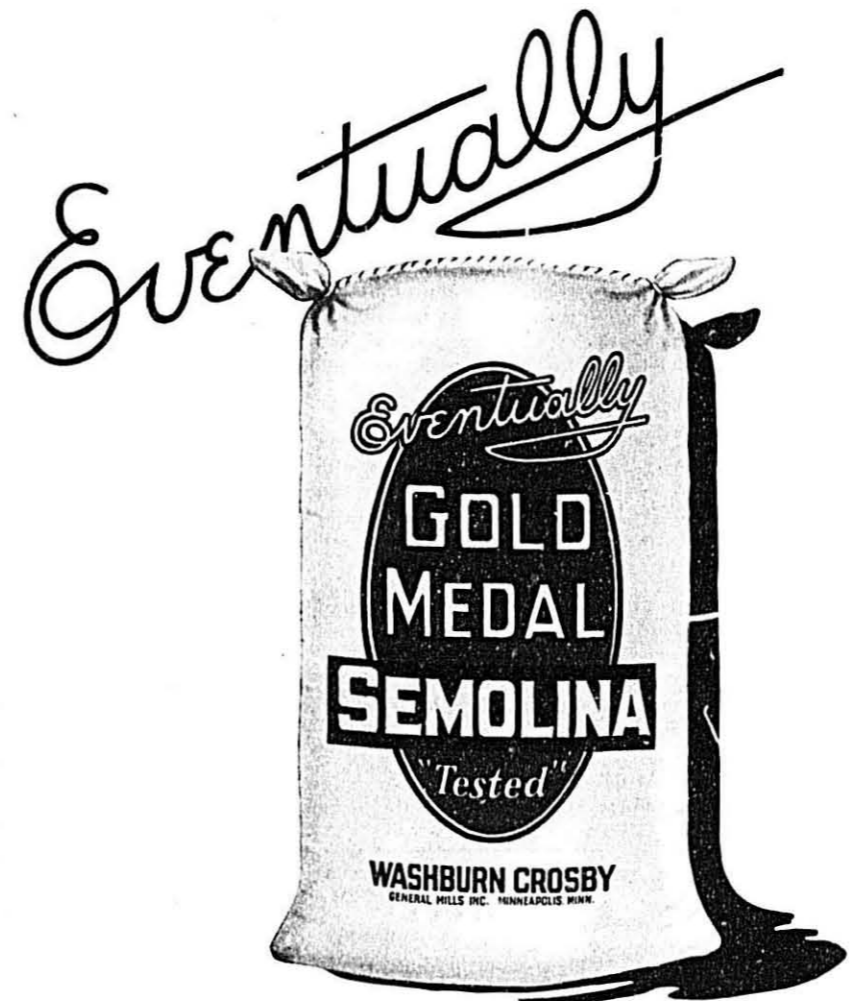
By Chef Theodore of Cunard Line
"Spaghetti Aquitania"

- (Makes 4 liberal servings)
- ½ lb. spaghetti (long or elbow)
- 2 eggs
- ½ cup well buttered bread crumbs
- 1 cup cooked diced carrots
- 1 cup cottage cheese
- ¾ cup to 1 milk
- 2 tablespoons minced parsley
- green pepper
- 1 teaspoon salt
- 2 tablespoons grated onion
- 2 tablespoons minced pimiento

1. Cook spaghetti until tender. Then drain.
2. Add remaining ingredients in order given.
3. Press into well greased loaf pan. Bake in moderate oven (325 degrees) for 45 minutes.
4. Unmold onto serving plate. Garnish and serve with finely chopped pecans, almonds and walnuts mixed as a sprinkle.

Egg Noodle Summer Salad

- ½ lb. egg noodles
 - 2 tablespoons grated onion
 - 1 teaspoon salt
 - 1 tablespoon lemon juice
 - ¼ cup pecan meats
 - ¼ cup chopped green pepper
 - ¼ cup chopped raw carrot
 - 1 cup chopped red apple, unpeeled
 - ½ cup mayonnaise dressing
 - Stuffed olives and pimiento
1. Cook egg noodles until tender. Drain and chill.
 2. Add remaining ingredients and mix lightly.
 3. Serve with lettuce, garnished with stuffed olives or pimiento.



Why Not Now?

GOLD MEDAL "FACTORY-TESTED" SEMOLINA, milled from the finest quality amber durum wheat, gives:--

- 1—Bright and uniform amber color**
- 2—Maximum strength**
- 3—Rich and full flavor**

WASHBURN CROSBY Co., Inc.
Minneapolis, Minnesota

« **MACARONI BROADCASTING** »

Radio fans quite generally complain about the tendency of most station announcers to detract from the program by too frequent announcements as to who and why. Dr. B. L. Connor, whose daily "dissertations" are enjoyed by millions of readers in the Mississippi valley states recently discussed humorously, this offensive practice. To illustrate his point he outlined an imaginary program of macaroni broadcasting in which announcements are overemphasized, but his article, despite its tendency to ridicule, has the saving grace of giving some publicity to the product. Broadminded manufacturers will see the point and enjoy the innocent humor of the whole article.

The ideal program, in its present stage of progress, opens with a theme song, using the music of some operatic gem and words explaining that happy, healthy families eat Everlasting Spaghetti.

Then the announcer states in solemn voice and faultless diction, that this is the Everlasting Spaghetti Hour (actually it's only a half hour—but why worry about that?) sponsored by the Everlasting Spaghetti & Noodle Co. of Dry River, Florizona, maker of that happiness spaghetti which never slips from the knife and is good to the last inch.

Tonight's program, he then says, will be a salute to Giuseppe Gazuppa, to whom the world is indebted for the invention of spaghetti in his cellar of magic in Naples, Italy.

We learn that Giuseppe was kneading dough when an earthquake shook down the house and tore the dough to shreds. Everybody else was fleeing, but Giuseppe stuck to his baking with the knowledge that the refugees would soon be hungry; and after the shreds of dough were baked the populace ate them with such acclaim that thereafter Giuseppe always tore up his dough before baking it, and the spaghetti industry was born.

But, while many manufacture spaghetti, only the Everlasting Spaghetti Co. of Dry River has preserved the original secrets of Giuseppe Gazuppa.

In its factories, where the blessed Florizona sunshine imparts natural richness to the unbaked dough, a secret process of rattling the pans just like an earthquake has been preserved, giving to

Everlasting Spaghetti that unique richness and wholesomeness that is further enhanced by a patented toasting process.

Giuseppe's favorite melody, we are then informed, was the Italian Blues, which are then played softly while the announcer states that his vast radio audience can receive a delightful surprise by sending a postcard to its favorite station—which is the Everlasting Spaghetti Co.'s way of telling you to dispense with the doctor.

By this time the "hour" is almost over and the local station is hard pressed to cut in a couple of times and tell you that the Everlasting Spaghetti program is coming to you over Station XYZ.

As soon as the local station has tuned out the announcer asks your pardon while he reads the testimonials of 11,597 doctors and 7397 dentists who will let their patients eat nothing but Everlasting Spaghetti.

At this time there ought to be some music, so Miss Eva Lasting, the pretty

Neapolitan spaghetti girl, renders a rapid Italian ditty—just to remind you of its luxurious melody and deliciousness so well exemplify the qualities that have made Everlasting Spaghetti an international best seller.

Now there is barely time to tell you that next week at this same hour there will be another Everlasting Spaghetti program honoring the birthday of Tom Fiuga, world famous chef of Tom Spaghetti Palace in New York city.

With time almost up it is necessary to remind you again (for fear you do not already know it) that you are indebted for this program to the Everlasting Spaghetti Co., etc., etc.

And just getting under the wire, the announcer barely has time to inform you that this program was announced by Hicks and that it has been broadcast over the network of the Universal Broadcasting Co. from its own studios in New York city.

After which the program fades out with the haunting melody of the Spaghetti Vendors—and you settle back for another "hour" of entertainment.

« **CONVENTION ECHOES** »

One of the pleasant incidents of the last macaroni convention, held at Niagara Falls, Canada, was the convention special which operated from New York to the convention city and back. The New York delegation members participating in this trip are still talking about the pleasant events of the train trip. The idea of this special train was first planned by Erwin Fischer, New York branch manager of the Du'uth Superior Milling company, and Walter Stockman of the Pillsbury Flour Mills. They arranged for a private car which was attached to one of the regular trains of the D. L. & W. R. R. in back of the club car. The train was scheduled to leave Hoboken at 9:55 p. m. on the night of June 23. It so happened that Erwin Fischer is rather an active and well known member of the American Legion in the state of New Jersey. It also happened that on this particular evening the American Legion band of Hudson county, which is known as the best band of its kind in the state of New Jersey and one of the best of the best in the United States, was rehearsing in Hoboken on the same eve-

ning. Fischer, knowing this, made point to visit his friends of the band explaining to them that he had a party planned on the train mentioned before. His invitation they came to the station platform outside of the private car of macaroni manufacturers and gave the most wonderful band concert for an hour. Hundreds of spectators collected at the Hoboken station to listen to the concert being played for the "Macaroni Special." The train pulled out of the station on schedule leaving behind the strains of the music of the American Legion band of Hudson county. The trip to the convention and back was well planned and covered all details that the members of the party enjoyed the entire trip. Those who participated on this special train included: G. Campanella, John Campanella and Don Glaviano of the Campanella Favaro Glaviano Macaroni Corp., Jersey City, N. J.; G. D'Amico of the D'Amico Macaroni company, Newark, N. J.; V. G. of the De Martini Macaroni company, Brooklyn, N. Y.; Max Kurtz of K Bros., Philadelphia, Pa.; F. Patron

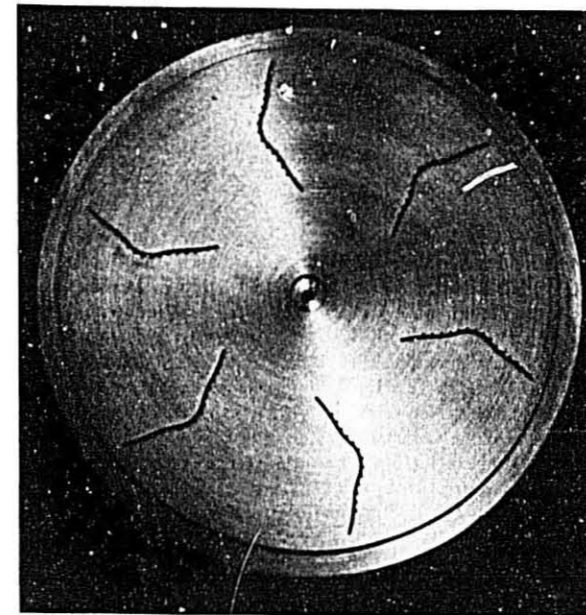
MARIO TANZI & BROS., Inc.

Presents

The "FAULTLESS" SEA--SHELL--DIE

A Distinct Achievement in Macaroni-Die-Making

Equally Suitable for PRODUCTION and QUALITY



FEATURES

- UNFAILING AT FAST DISCHARGED LOADS.
- SELF-CONTROLLED FOR AVOIDING "SPLIT" AND "CENTER-WAVED" SEA SHELLS.
- DEPENDABLE FOR CONTINUOUS OPERATION.

See what some of the most prominent macaroni manufacturers say about this die.

Chicago Macaroni Company of Chicago, Illinois, writes: "We are glad to inform you that to us it looks like a mysterious piece of machinery, and the product obtained from the Die is so wonderful that we have put same on the market under the name of RADIO MACARONI."

A. Zerega's Sons, Inc., of Brooklyn, New York, writes: "It is giving very good results, and we are well satisfied with it."

Brooklyn Macaroni Co., Inc. of Brooklyn, New York, writes: "We find your "Sea Shell" special the finest macaroni die which we have had so far in our plant; both as to ingenuity and workmanship."

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.

CREATOR and MAKER OF FINE DIES

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

the Independent Macaroni company, Mt. Vernon, N. Y.; E. Ronzoni Jr. of the Ronzoni Macaroni company, Long Island City, N. Y.; C. Ambrette of the Consolidated Macaroni Machinery company, Brooklyn, N. Y.; R. A. Craig of the Washburn Crosby company, Philadelphia, Pa.; F. J. Cretella of the King Midas Mill company, New York, N. Y.; W. E. Derrick of the Pillsbury Flour Mills company, New York, N. Y.; L. R. Elsroad of the Duluth Superior Milling company, Philadelphia, Pa.; Erwin Fischer of the Duluth Superior Milling company, New York, N. Y.; F. LaBombardo of the Star Macaroni Dies Mfg. company, New York, N. Y.; D. Maldari of F. Maldari & Bros., New York, N. Y.; W. E. Ousdahl of the Commander Milling company, Minneapolis, Minn.; Louis Petta of the Washburn Crosby company, New York, N. Y.; W. J. Stockman of the Pillsbury Flour Mills company, New York, N. Y., and C. Surico of the Clermont Machine company, Brooklyn, N. Y.

Cost of Advertising

Roger W. Babson recently pointed out in an article in the Philadelphia Bulletin that while this country spent last year about \$2,000,000,000 in advertising, this was a prime force in moving about \$40,000,000,000 worth of goods, so the proportion did not seem large to him.

If there are any persons left who consider that money spent in advertising is partly or wholly wasted they should consider what this noted economist says.

Also they should consider what would have happened if that \$2,000,000,000 had not been spent. Advertising has a general tendency to draw business away from inefficient and unsuccessful producers and distributors, to those who are doing business more effectively. If that advertising had not been done, it seems likely that instead of paying \$40,000,000,000 for the production and distribution of those goods, the people might have been paying \$50,000,000,000 to \$80,000,000,000. Such a change could not of course occur in a single year, but if advertising had never developed as it has in recent years, it seems probable that the same products would have cost the larger sums named above.

Many of them would never have developed at all. They could not have been sold without advertising on a very generous scale. If there had never been much advertising of automobiles, for instance, there would not

probably be today half as many automobiles as are now owned in the United States.

Advertising helps toward quantity production and distribution, which is

« THE SIN OF SUBSTITUTION »

After a careful study of the growing tendency in business toward substitution, the inclination on the part of some business men to sell the public unknown, unadvertised articles in place of the known, advertised favorites, the Pictorial Review, popular magazine, in a strong editorial in a recent issue strongly condemns the practice and suggests united, but peaceful, opposition to the unethical trend. It says, in part:

Substitution is nothing new. It has gone on for years. But this present condition is more pronounced, more widespread, and more definitely organized than it has ever been before. It shows itself in many ways, familiar to every woman who shops for herself or her family.

Perhaps you ask for a certain advertised article by name, and the clerk will say, "Here is a new brand we just got in. Many of our customers like it. Would you care to try a package?"

Or, again, the clerk says, "We're having a special this week on so-and-so brand. Would you like to have that instead?"

Or, in some cases you are told that the store does not carry the brand you ask for but that such-and-such a brand is just as good.

These are common cases. One more also deserves mention. You may receive the article you ask for, and then be sold unknown brands for most of the other products on your shopping list. Sometimes you order one brand and find another in your package when you get it home.

Substitution! It is all done so smoothly, so easily, so politely that you may not realize what has happened to you.

Almost without exception substitutions are made for a selfish reason. The store which substitutes has its own interest in mind rather than yours.

It may substitute because the "just as good" brings a larger profit per unit sold than the article you want and ask for. It may do so because the store wants to offer what looks like a bar-

one of the principal factors in the development of our prosperity, and which brings luxuries that our fathers never dreamed of within the reach of the average citizen.

gain price. This is particularly true when certain brands are sold by a group of stores exclusively. But how can you judge their prices when you do not know what others would charge for the same product?

This does not mean that unknown brands are always lower in price. They are not. Sometimes they are sold for more than advertised brands. But in the one case you know what you are getting. In the other you do not be sure.

For many years Pictorial Review has dealt with the manufacturers of advertised goods. Like other publications we insist upon knowing that every product presented in our pages serves the confidence of our readers. We have visited the great modern laboratories where their products are developed. We have been in the maculate kitchens where food products are tested. We have seen the meticulous care with which purity is safeguarded. We have felt by personal contact the conscientious desire these companies to maintain the highest standards of excellence.

It is hardly necessary here to state the advantages of advertised, made, tested products. It goes without saying that the manufacturers of advertised articles believe in the quality they are offering you. That is why they publish a statement of that quality in the pages of newspapers and magazines.

The fact that manufacturers advertise to you is the best evidence they want to win and keep your public and they know that their goods must satisfy if they are to hold their trade. Naturally they must maintain their quality, they must give weight, they must do all that is necessary to protect their prices and set of public acceptance.

BUY ADVERTISED GOODS

If all the automobiles in the world were placed end to end 98% of the drivers would immediately get off the line to pass the car in front.

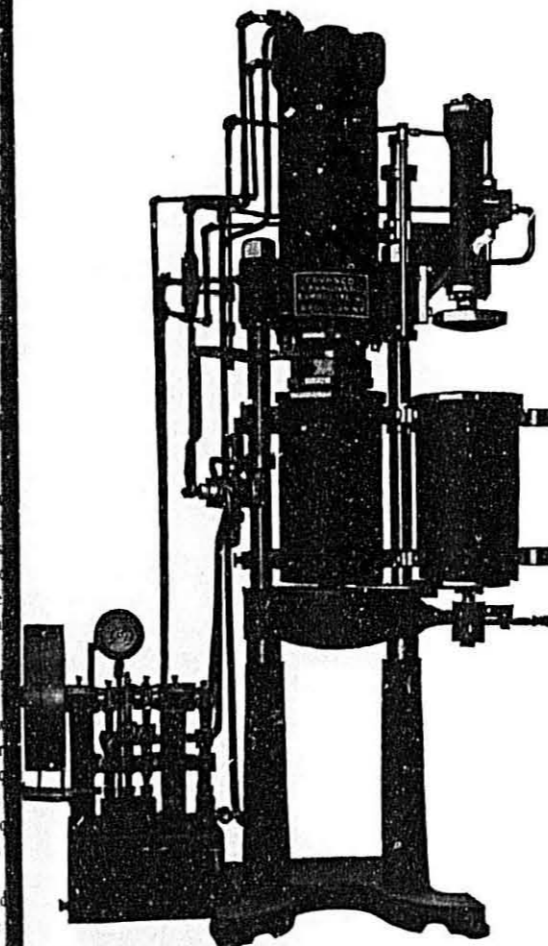
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



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

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

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

156 Sixth Street

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

Address all communications to 156 Sixth Street

« ONE-DISH MACARONI MEALS »

Macaroni manufacturers seeking suggestions for one-dish meals will be interested in the view of an expert on this subject. Not all recipes recommended will suit all tastes but provide a choice that may appeal to the consumers in general.

Recipes for one-dish meals quickly and easily prepared are always welcomed by the busy housewife who must cook 3 meals a day for 7 days in the week. Foods easily digested and economical appeal to her most because upon her shoulder rests the double responsibility of keeping the family well and expenses down.

In the following tried and tested recipes, prepared with inexpensive and leftover cuts of meat combined with macaroni or spaghetti, may be found several appetizing one-dish meals.

Macaroni with Dried Beef

One half package elbow macaroni, 3 tablespoons butter, 1 tablespoon flour, ¼ teaspoon salt, 1½ cups hot milk, ½ cup grated cheese, ¼ pound dried beef. Parboil the elbow macaroni for 7 minutes in 2 quarts of rapidly boiling water to which ½ teaspoon salt has been added. Drain. Melt butter, add flour, salt and milk and cook until the mixture thickens. Add cheese gradually and mix until well blended. Mince dried beef, cover with boiling water and let stand 5 minutes on back of range. Then drain and add, with macaroni, to the cheese sauce. Combine well and bake in a moderate oven 20 minutes.

Macaroni Beef Loaf

One-half package macaroni, 1½ cups finely chopped round of beef, 2 teaspoons salt, ½ cup water or stock, ½ teaspoon pepper, 1 teaspoon onion juice, 2 beaten eggs, 1 cup stock, tomato sauce. Parboil the macaroni for 7 minutes in 2 quarts rapidly boiling water to which ½ teaspoon salt has been added. Drain. Mix with the beef, the salt, pepper, onion juice, eggs and ½ cup water or stock. Mould into a loaf to fit into center of casserole. Place a lid of the macaroni in the casserole, on this place the meat loaf with a border of macaroni. Pour over it the remaining cup of stock, cover and bake 45 minutes. Then remove cover and pour over the dish 1 pint of tomato sauce.

Tomato Sauce—Two cups tomato pulp, 2 slices onion, chopped; 1 bay-leaf, 3 cloves, 3 tablespoons butter, 3 tablespoons flour, 1 teaspoon salt, ½ teaspoon pepper, 2 teaspoons sugar. Cook the tomatoes, onion, bayleaf and cloves together for 15 minutes. Rub through a strainer. Melt butter, add flour and cook until smooth, then add the tomato, salt, pepper and sugar, with a few grains of soda if tomatoes are very acid. Bring to the boiling point and serve.

Macaroni with Leftover Meat

One package elbow macaroni, ½ cup leftover meat, 2 cups gravy, ½ onion, chopped; 1 tablespoon melted butter, ½ teaspoon salt, ¼

teaspoon pepper, 1 cup grated cheese, buttered bread crumbs.

Parboil the elbow macaroni for 7 minutes in 4 quarts rapidly boiling water to which 1 tablespoon salt has been added. Drain. Mix together the meat, chopped, the gravy, onion, butter, salt, pepper and cheese. Combine well with the macaroni and pour into a well-greased baking dish. Cover with the crumbs and bake for 20 minutes. Spaghetti may be substituted for the elbow macaroni.

Frankfurters with Egg Noodles

One package egg noodles, 5 frankfurters, 4 tablespoons shortening, 1 medium onion, sliced; 2 tablespoons flour, 2 cups canned tomatoes, 1 stalk celery, chopped; ½ teaspoon salt, ¼ teaspoon pepper, ¼ teaspoon prepared mustard, 2 tablespoons minced parsley.

Boil the noodles for 9 to 12 minutes in 4 quarts rapidly boiling water to which 1 tablespoon salt has been added. Drain. Skin the frankfurters. Melt the shortening, add the onion and frankfurters and cook, stirring constantly, until the latter are well browned. Remove the frankfurters. Discard the browned onion and add to the shortening, the flour made into a paste with 2 tablespoons of water, the tomatoes, celery, salt, pepper and mustard. Cook 15 minutes. Pour the sauce over the noodles arranged on a hot platter. In the center place the frankfurters, garnished with the parsley. Elbow macaroni may be substituted for the noodles.

Spaghetti au Bacon

One package spaghetti, 4 slices bacon diced, 1 onion (1 clove of garlic), 1 can tomato soup, 1 can water, grated cheese to suit.

Cook and drain spaghetti as usual, 9 minutes, put diced bacon and cut up onion (and garlic) in a frying pan. Cook to golden brown, then add to the onion and bacon in the frying pan the can of tomato soup and can of water, also 1 green pepper cut up. Bring to a good boil. Put layer of spaghetti in casserole,

pour over some of the sauce, then some cheese. Repeat until casserole is filled. Bake for ½ hour.

Spaghetti Chop Suey

One package spaghetti, 2 tablespoons butter, 2 green peppers chopped, 2 cups chopped, ½ pound ground round steak, 3 cups chopped celery, 3 cups tomatoes, 1 teaspoon salt, 1 teaspoon sugar, ¼ teaspoon pepper.

Parboil the spaghetti for 7 minutes in 4 quarts rapidly boiling water to which 1 tablespoon salt has been added. Drain. Melt butter in a frying pan, add the peppers, onion and celery and cook slowly for 10 minutes, stirring constantly. Add the tomatoes, sugar and pepper and continue cooking until the mixture thickens, then add the drained spaghetti and cook slowly for ½ hour. Fry the round steak in small cakes. Just before serving, crumble over the top of the spaghetti. Mushrooms may be substituted for the steak. Macaroni may be used instead of spaghetti if desired.

How About Some More Scotch?

The "collector" of these Scottish sayings is unknown, but don't blame us. (Have You Heard of the Scotchman?)

Who wanted to build a house and to the nearest Masonic temple for Free Masons.

Who, when asked what he would do to aid a charitable cause, said: "I'll give it thought."

Who refused to equip his office with fire escapes because it was year.

Who never smoked with his gloves because he didn't like the smell of the gloves.

Who squeezed a nickel so tight that the next person receiving it found an Indian riding the buffalo?

How the Ass Got His Reputation

It seems that the donkey had not shown his true colors when the world was young and was widely esteemed as a most sagacious beast. A famous sheik, exceeding proud of his large herd, invited the Prophet himself to test their wisdom. Mahomet addressed the asses. "Let test your wisdom," said he. "Answer me this question: What should an ass require for a 3 days journey?" And they counseled among themselves and then made reply: "For a 3 day journey, O Prophet, any ass should require 6 bundles of hay and 3 bags of dates." This answer was considered eminently wise by the assembled company. The Prophet answered: "Wait," and he again addressed the asses. "I have to make a 3 day journey but I will not give you 6 bundles of hay and 3 bags of dates making it. Let him who will go for less stand forth." And behold they all stood forth and began to talk at once. Each underbid the other until finally one especially long eared ass agreed to go for one bundle of hay. Then spoke the Prophet: "Fool, you cannot even live for 3 days on one bundle of hay, much less profit from the journey." "True," quoth the long eared one, "but I wanted the order." And from that far off day these asses have been known as fools, and price cutters have been known as asses.—Chemical Markets.

**CORRUGATED
and SOLID FIBRE
SHIPPING BOXES
and PRODUCTS**



**BOXBOARDS
FOLDING BOXES
STOCK BOXES
PAPER PAILS**

Let Us Help Cut Your Shipping Costs

The tremendous contribution of the Container Corporation of America towards the successful solution of difficult packaging problems of a host of industries is ample proof of the broad, thoroughgoing experience which has made these solutions possible and acceptable to careful packers seeking economy with a fair margin of safety to goods in transit.

Our many friends and customers in the MACARONI and affiliated industries have, in many instances, made remarkable savings over old methods and we are steadily working to cut shipping costs to a still lower level. With the cumulative brain power of our expert research, laboratory and executive personnel we are in a fine position to handle intelligently all packing or shipping problems which may be troubling you. The cost to you is nothing, nor do our research services entail any obligations on your part.

We want you to feel that we are constantly at your service, ready and willing to give our best efforts, to help you.



Safeguard your shipments by using quality fibreboard boxes

Our line of products is very complete and there is always something to interest you in our efforts to reduce your costs. The quality of our products is beyond question. Ask any one of our thousands of users.

What are your needs? With our background of twenty-three plants and mills, we are in a position to give you quick service and generally short hauls. When you write, please refer to Department 9.

CONTAINER CORPORATION OF AMERICA

Mid-West Box Company Sefton Container Corporation

Seven Mills • Fifteen Factories
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.
111 W. Washington St., Chicago

« VITAMINS---Vital Food Elements »

Just what is this vitamin? The average man has heard a great deal about it the past few years, particularly its relation to diet and health. Yet to most people it is a vague quantity. Vitamins are pods of the sun's energy stored in the soil. They supply the electric shock or spark to produce motion.

Vitamins are the actual source of life. Without them nothing could live on earth as they are found in all living things. Liver is particularly rich in vitamins and is used nowadays by doctors to overcome blood diseases and anemia.

Vitamins are, like the endocrine glands of the body, all essential, all interrelated, all necessary to vital functioning. And, like the glands, they are poorly understood. There are 5 known vitamins: A, B, C, D and E. Here is an analysis of them:

VITAMIN A: A fat soluble and like all others essential to growth and well being. A deficiency of this fat vitamin produces infection, particularly respiratory, tubercular and eye diseases. There is a loss of growth and reduction in weight and what little vitamin is left is preyed upon by germs and death ensues. Growing children need more vitamin A than matured persons do.

It is found in cod liver oil, butter, cream, cheese, milk, eggs, heart, liver and kidneys and in many vegetables, such as lettuce, cabbage, spinach, carrots and peas. This vitamin is essential to children and is the essence of the sun's energy.

VITAMIN B: Called the "beriberi vitamin" for, if lacking, beriberi results, and a painful, slow death, due to nerve disease, is threatened. Loss of this vitamin undermines the general health, stunts growth, and produces maladies that can be assuaged only by its presence. Many feel its loss by lack of appetite and lack of glandular function.

Fortunately this vitamin is abundantly supplied in green, leafy vegetables, tomatoes, yeast, seeds, cereals, fruits, nuts and in most meats, except poultry. Poultry is not good for individuals unless convalescing. White flour and degerminated grains are devoid of this vitamin.

VITAMIN C: The controller of scurvy, which is due to lack of green vegetables, fruits and root crops, all of which carry vitamin C in more or less

abundance. It is found in oysters and glands. It is easily lost in improper cooking.

VITAMIN D: The anti-rachitic vitamin as it controls the serious bone diseases of child life. Vitamin D supplies the blood with minerals in a form to build bone. Like vitamin B it is found in sunlight, cod liver oil, yolks of eggs or by exposure to the ultra violet light. It is associated with vitamin B in maintaining normal glandular activity and blood cell metabolism.

VITAMIN E: Called the "life vitamin." It works alone and must be produced. Nor can new life develop without it. Animals fed with vitamins A, B, C and D may be healthy in appearance for some time but will not breed until supplied properly with vitamin E.

It can be appropriated from the germ spot of living grain, from microbes and from scientifically soured milk and from certain parts of vegetables and seeds. It governs strictly the progeny of all living things, maintaining an equable balance to regulate nature's needs.

Thus it is obvious that all the vitamins are essential, each serving a definite purpose. The loss of vitamins is now manifest in the increasing need for cod liver oil and ultra violet rays for infant treatment.

"Business Honesty"

The following editorial appeared in the Saturday Evening Post of Aug. 23, 1930. While pertaining particularly to advertising it links itself to all phases of business.

During the past generation our standards of mercantile honesty have been raised mightily. The tireless campaign for truth in advertising waged by the better business bureaus has borne heavy fruitage. The Fed-

« AMENDS FLOUR DEFINITIONS »

Secretary of Agriculture Arthur M. Hyde has announced revised and amended definitions and standards for such food products as whole wheat flour, ordinary flour and similar wheat grindings. The amended rulings are as follows:

Whole wheat flour, entire wheat flour, graham flour, is the clean sound product made by grinding wheat, and contains, in their natural proportions, all the constituents of the cleaned grain.

eral Trade Commission has some work to its credit. The better papers have done yeoman service the cause. The highest grade journals of national circulation have reared great industry upon a foundation of merited confidence. They have made it possible for the most distant customer to buy unfamiliar merchandise whether it costs a dollar or a thousand dollars, without fear of getting worst of the bargain. The reader in London who bought by cable a price motor car, sight unseen, to him at the dock when he landed in New York, knew that if he were entirely satisfied the seller would rest until he was. Such confidence upon the part of buyers is typical of our national merchandising.

It is the slippery little people those who resort to every variety of sharp practice before they wind up in the bankruptcy court--to give a black eye to certain lines of business. They sit up nights devising new ways in which to outdo the better of their customers, with their honest competitors, with more working capital, build slowly and surely, and often become merchants or manufacturers of more than local importance. Each in his reward after his own kind. Business need not be big to be honest, but it must be honest to grow big and stay big from generation to generation.

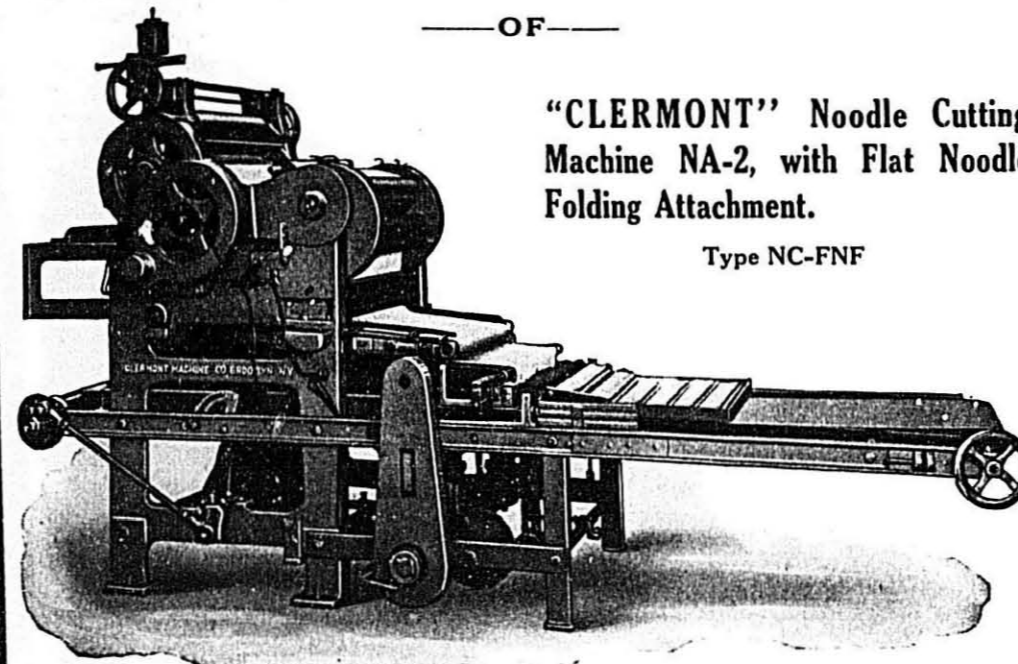
Eventually we shall be better equipped with public agencies which supply us with exact and unbiased information upon the merits of the costly articles we have occasion to buy. In the meantime we cannot go wrong if we confine our more important spending to those concerns whose reputation is such that sharp practice is the last thing they could afford.

THE LATEST TYPE

—OF—

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

Type NC-FNF

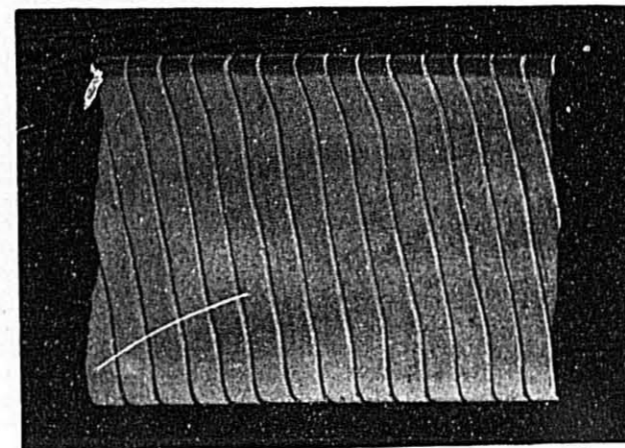


THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

Suitable for Bulk Trade



Suitable for Package Trade

The finished product of above machine.

WE ALSO MANUFACTURE:

- Dough Breakers
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- Mostoccioli Cutters
- Egg-Barley Machines
- Tripdex Calibrating Dough Breakers
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Write for our descriptive catalogue and detailed information. Will not obligate you in any manner.

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

Mueller Back From Europe

Henry Mueller, president of the C. F. Mueller Co., Jersey City, N. J., past president of the National Macaroni Manufacturers association and at present a member of the board of directors was a passenger on the Leviathan when when it docked in New York early this month.

Mr. Mueller spent the past 3 months in an extended tour of continental Europe with Mrs. Mueller and his 2 daughters, Ruth and Myrtle. The others in the party remained in Europe for a more extended tour.

In his trip through France, Germany and Italy Mr. Mueller found opportu-



Henry Mueller

ities of observing industrial and living conditions at close range. He made a particular study of macaroni and noodle manufacture in the old countries and came home firmer than ever in his conclusions that American business opportunities far excel those of the countries visited in present and future promises.

Appreciating his business ability and acumen representatives of the various press agencies interviewed him on his return, and sent broadcast his most optimistic message. He mentioned when interviewed, that signs in European countries point to an early speeding up of trade activities. The logic of events that led to this improvement in Europe is, in Mr. Mueller's opinion, also operative in the United States and it is his opinion that a marked improvement in business conditions may be looked for this fall.

As one of the country's largest manufacturers of macaroni products Mr. Mueller draws his conclusions from a most extensive knowledge of buying movements in staple commodities. His hopeful views, therefore, give support to the general belief in

the early return to normal prosperity, especially in the macaroni trade with the boost it will get from the national advertising campaign which the industry is sponsoring through its national association and of which Mr. Mueller was one of the principal promoters.

Commander-Larabee Expands

Interests controlling Archer-Daniels-Midland Co., largest flax crusher in the world, with Guy A. Thomas, many years sales director for Washburn Crosby Co., have organized the National Foods Corp., which has acquired the interest of the National Baking Corp. of Minneapolis, third largest flour miller in the United States.

This gives the latter company access to 20,000,000 bu. of wheat storage as compared with its present 10,000,000 bu., making the total 30,000,000 bu. The milling capacity controlled by Commander-Larabee totals 30,000 barrels.

Mr. Thomas, who is to be chairman of the board of the new corporation, was for more than 30 years actively interested with Washburn Crosby, and in recent years has been actively engaged in similar milling and food enterprises. Shreve M. Archer, the president, is also president of the linseed oil company. Two of his business associates are directors—Samuel Mairs and L. M. Lefingwell. Other directors are C. T. Jaffrey, president of the Soo Line, and A. M. Washburn of the First National Bank in Minneapolis.

The new owners are to take active part in the management of the new company and in conduct of the affairs of the various companies represented, and have the entire facilities of Archer-Daniels-Midland for handling grain and feed and for selling.

"Business will continue to be conducted as usual as to the general handling of the company's affairs with the same sales force and management," said an official of the Commander-Larabee Corp.

Noodle Problems

First, from the point of view of quality, color and palatability which is preferred in the manufacture of egg noodles, dried eggs, frozen eggs or fresh eggs?

Second, what is the possibility of transferring to and eliminating from the finished egg noodle the disagree-

able odor of some of the poorer qualities of dried eggs?

Third, which product has a more satisfactory flavor, when cooked, egg noodles made from dried eggs, or those made from frozen eggs or from fresh eggs?

Fourth, what will be the reaction of the farmers of our country toward the aim of the noodle manufacturers preference is given to foreign eggs or those produced in this country?

These are some of a group of questions received at national headquarters this subject during September. Discussions of any or all of them are recommended both from noodle manufacturers and distributors of egg products.

Mangano Returns From Italy

L. Mangano of L. Mangano & Co. macaroni manufacturer of New Orleans has returned from a short trip to Italy. He was accompanied by Mrs. Mangano, most of the time he spent in visiting relatives in their childhood homes. Mr. and Mrs. Mangano were in the earthquake zone when catastrophe struck southern Italy last month but being on the outskirts they fortunately escaped injury. However, they narrowly escaped shipwreck while crossing the strait to Palermo Sicily the day following the earthquake when the seas were still turbulent as a result.

An optimist is a gent who buys a car to go looking for a job.

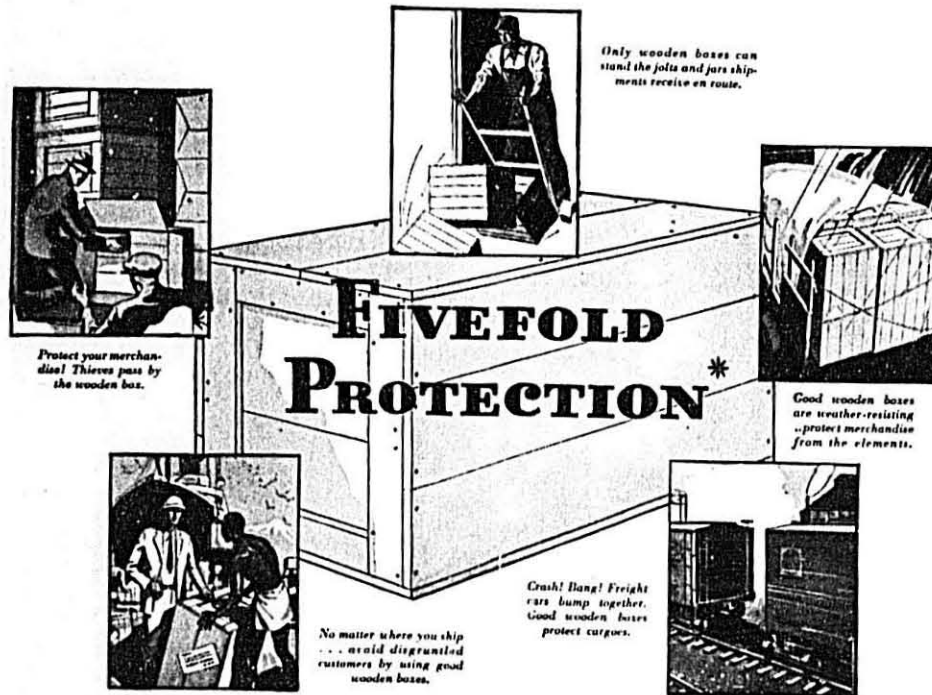
Fine Durum in Manitoba

Durum wheat is estimated to constitute approximately one third of the entire wheat crop of Manitoba this year and is probably the best wheat crop grown this season in the province.

The durum varieties have escaped the rust plague that materially injured other wheats and despite the drought headed out quite heavily. Yields have reached as high as 20 to 30 bu. to acre and the quality of the wheat far sent to the elevators is found to be much better than durum wheat previously grown in that section of Canada.

A MULE-ISH SERMON

A Mule can't pull when he kicks. A Mule can't kick when he pulls. NEITHER CAN YOU, OR I.



with Wooden Boxes

YOUR shipments must be well packed to survive the thousand and one perils they face between the time they leave your shipping room and the time the customer receives them.

Packages get countless jolts en route. Perhaps they are exposed to rain . . . sleet . . . snow. Thieves may break them open . . . steal precious merchandise.

If the customer receives a damaged shipment, trouble begins . . . red tape unrolls . . . ill-will starts . . . sometimes costly litigation.

Clearly, it's a business asset for your merchandise to arrive in perfect condition. Wooden boxes . . . strong, sturdy, durable . . . will minimize damaged shipments.

Fivefold Protection*—good wooden boxes—assures the delivery of your merchandise in the best possible condition. Whether you ship by rail, water or truck, you will find Fivefold Protection* the safest, most economical way of packing.

The Wooden Box Bureau maintains a staff of packing and designing engineers to assist manufacturers with shipping-room problems. Their services are free and without obligation. If you are confronted with any packing or shipping troubles, they will be glad to help you.

Fill in and mail the attached coupon. It may mean thousands of dollars to you.

***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
111 West Washington St., Dept. 299
Chicago, Ill.
Gentlemen:
We manufacture _____ and are interested in learning more about the advantages of Fivefold Protection.*



Name _____
Company _____
Street _____
City _____ State _____

WOODEN BOX BUREAU

of the National Association of Wooden Box Manufacturers and of the National Lumber Manufacturers Association • Chicago, Illinois

« CASTS LOT WITH INDEPENDENTS »

The time has come when food manufacturers must determine for themselves a sales policy that will be fair to all his buyers. He must either sell chains exclusively or direct to independent stores. Having pondered this question Frank A. Martoccio, president and treasurer of the F. A. Martoccio company, Minneapolis, Minn., a firm established in 1905 and recognized producer of high grade macaroni products, selects the "independent route." In a special article prepared for the Grocers Commercial Bulletin, August 1930 under the title of "No Chain Stores Can Buy Our Products," he gives reasons for his decision. The industry is interested in his attitude because of his high standing in the trade and wide acquaintance throughout the upper Mississippi valley; therefore his opinion, in part, is reproduced herewith:

"It is my studied opinion that manufacturers should get off the fence and establish a definite sales policy; they should sell either the independent retailer or the chain, but not sell both because it cannot be done with fairness to the home merchant.

"We were among the first, if not the first macaroni manufacturing company to adopt a policy of selling direct to the retail trade instead of through the jobber and we are likewise the first to take a definite stand that we will not solicit business from nor sell to, chain stores.

"This is not a selfish move on our part, because in the past we have sold our products to chain store systems and could continue to do so, but it is a move made because we feel that the best interests of any given community, any state and the country as a whole are best served by the independent merchant, important part of his community as he is.

"Many chains demand and get special prices in one way or another, special advertising allowances, etc., which give them an advantage over the independent retailer. If a manufacturer sells to chains at cost, or below as is sometimes the case, he must of necessity charge the independent dealer a price which will show him a profit on his business as a whole. I do not believe we should jeopardize the interests and welfare of the home merchant by placing him at a disadvantage in the distribution of our products.

"It is because I have become thor-

oughly convinced of this that we have discontinued selling to chain stores and are doing business exclusively with independents. I hope that manufacturers in other food lines will do the same because of the far-reaching benefits which would accrue to the retailers and to the public alike.

"Independent retailers have in the past few years been faced with very keen competition from the chains, competition which in some respects at least has not been exactly fair. Concessions given the chains and withheld from independents have made the



Frank A. Martoccio

home merchant's troubles all the more acute. On many items chains have been able to undersell independents and make a profit doing it, simply because of the methods which they have used and to which some manufacturers have submitted.

"Today the independent grocer is in a fighting mood, he is a better merchandiser than he was, his store is more attractive, and he has placed his chain store competitors on the defensive. It is now a privilege for us, and I hope many more manufacturers will see the matter as I do, to place our products solely in these independent stores, giving them merchandise which cannot be procured from their mass distribution competitors.

"Our products henceforth will not be used as price footholds by chain stores to the disadvantage of the merchant who owns and operates his own store, and upon whose success the future wellbeing of his town or city depends in so large a degree.

"In going direct to the retail trade with our products years ago, we did so in the belief that we could better serve the trade. In our new policy we are merely carrying this a step further in an honest effort to aid the independent retailer in his commercial

battle for his store and his community."

(The Macaroni Journal would be pleased to have a discussion of this policy by manufacturers not in accord with the view of Mr. Martoccio.—Ed.)

Wheat Prices Not Unduly Depressed After Harvest

The statement is frequently made that wheat prices are usually depressed more than they should be in the period of heavy farm marketing just after harvest. This view is widely accepted and has given rise to agricultural discommodities and to criticism of wheat dealers and the entire wheat marketing system to much of the expectation of substantial gains from large scale cooperative marketing, or from governmental price stabilization.

A recent investigation by the food research institute of Stanford university, Cal., suggests that this view is quite unfounded. During the 15 prewar and postwar years covered by the investigation, the postharvest depression of wheat prices in the United States was insufficient to yield gains from storage adequate to cover the storage costs of most wheat if not of most dealers. Farmers, therefore, could have profited by holding wheat for sale in the spring months only by a selection of the years in which to hold. If it be admitted that much wheat is sometimes stored by dealers in terminal markets and that they should be called upon to store the wheat at a loss, the postharvest depression during those years cannot be regarded as excessive.

The postharvest depression of wheat prices, commonly viewed as unfavorable from year to year, is in fact highly variable and is restricted to cash prices. There is no real evidence of a tendency to postharvest depression of prices of Chicago wheat futures. The tendency to postharvest depression of cash prices is relative to prices of futures. This tendency varies widely from year to year depending largely on the stocks of wheat remaining from the previous year and the size of the current crop. In some years cash prices during the immediate postharvest period are slightly elevated relative to prices of futures. In other years the depression is double the average.

Even a tombstone will say things about a fellow when he's dead.

MACARONI DAYS!

MACARONI DAYS ARE HERE!
COOL WEATHER MEANS INCREASED CONSUMPTION AND MANY NEW USERS. BE SURE THEY INSIST ON YOUR PRODUCT. BY INSISTING THAT ONLY THE HIGHEST GRADE SEMOLINA GOES INTO ITS MANUFACTURE, COMMANDER SEMOLINA GUARANTEES THAT!

YOURS TO COMMAND.

COMMANDER.



« « LO BUE PICNIC BEST EVER » »

Annually the official staff of G. & J. Lo Bue Brothers, macaroni manufacturers in Jersey City, N. J. entertains their employes and friends in an outing that the latter always look forward to with much pleasurable anticipation each year. This year was the best ever held from the viewpoint of attendance, entertainment and enthusiasm. Twelve hundred guests attended. 118



Annual G. & J. Lo Bue Bros. picnic, at Annandale Beach.

private cars and 4 large buses were used in transporting the crowd to the beautiful Annandale Beach where the picnic was staged. While the picnickers all brought well filled baskets, Gaetano and Joseph Lo Bue, owners of the plant supplied many additional delicacies in the way of food and refreshments, spon-

Enforced Resale Price Illegal

By Elton J. Buckley, Counselor at Law

Another carefully and elaborately constructed scheme to fix and enforce a resale price, and prevent cutting, has gone by the board, through a long and comprehensive court decision which leaves it without a leg to stand on.

The case was brought by Sidney-Morris & Co., Illinois retail dealers in office furniture, supplies, etc., against the National Association of Stationers, office outfitters and manufacturers, together with a lot of individual manufacturers, wholesalers and retailers. There were 104 defendants in all. The business involved is the stationery and office fixture

sored an interesting program of games and contests and in every way proved themselves very popular hosts.

The macaroni manufacturers provided a large string orchestra that furnished the music for the dancing and singing. Prizes were offered for the most beautifully decorated cars and the judging committee had much difficulty in deciding which were most meritorious. Over

half of the private cars took part in the contest and the long procession of beautifully decorated automobiles did much in the way of giving favorable publicity to the firm. All in all, it was the most successful picnic ever sponsored by G. & J. Lo Bue Brothers and it created for them much good will.

business, though of course that makes no difference to the principle involved.

The scheme in a nutshell was this: All of the defendants were members of the National association. They comprised, as you may see, all the factors in the distribution of the particular products—makers, jobbers, retailers. In addition there were a number of sub or local associations to carry out the scheme in their special territories. Catalogs were issued giving the wholesale prices of the various products, but in addition to this the various factors prepared a list of suggested resale prices on everything, which the retailers were supposed to follow, thus eliminating competition among them. The plaintiffs, Sidney-Morris & Co., were not members of the association

and refused to follow the suggested resale prices. In fact, they persistently cut below them, thus putting the whole scheme out of commission and nullifying the effect which would otherwise have been obtained.

My observation is that one active cutter can smash any resale price agreement possible to organize.

Sidney-Morris & Co. were given plenty of chance to come into the National association and go along, but continuously refused, and then the screws were put on. The manufacturers and jobbers who were members of the association refused to sell Sidney-Morris & Co. any supplies except at prices much higher than regular prices. The influence of these manufacturers and jobbers was exerted to induce other manufacturers and jobbers to also refuse to sell them.

The result was that Sidney-Morris & Co. found its business practically smashed. It couldn't get stock and to save itself from extinction it brought suit against these 104 defendants for \$100,000 damages and also for injunction.

The defendants were all set for court and presented a most elaborate defense wholly, however, of a technical nature. Reasons why the plaintiff couldn't bring that kind of an action in the way he had and so on. From a purely legal standpoint it was a masterpiece of pleading and it succeeded in the lower court. The latter threw Sidney-Morris Co. out of the ground that their bill hadn't stated a legal cause of action. They appealed and the Appeal Court, the United States Circuit Court of Appeals, reversed and held the cause of action to be good. In a very long opinion the Appeal Court demolished the defendants' contention one after the other and left them practically stripped of defense.

In their whole position there was no denial that they had done all the things that they were accused of.

I don't know whether this elaborate price fixing scheme was concocted without an attorney's advice, but I can scarcely believe that any attorney familiar all with the cases on the subject could have predicted anything but failure.

The court held that when manufacturers, jobbers and retailers join in such a plan, all lending themselves to pulling each other's chestnuts out of the fire, they are all partners and agents of each other and all responsible for each other's acts also that such conduct substantially lessened competition and tended to create a monopoly.

The above is just another illustration of the fact that new law is necessary before the cutter can be destroyed.

THE NEW DURUM CROP IS VERY HIGH IN GLUTEN AND THE HARVEST UNDER IDEAL WEATHER CONDITIONS IS ABOUT COMPLETED. THE WHEAT WAS NOT DAMAGED BY RAIN, AND AS A RESULT THE COLOR OF THE NEW DURUM IS WONDERFUL. WE ARE NOW FILLING OUR ELEVATORS WITH SELECTED AMBER DURUM WHEAT TO INSURE EXCEPTIONALLY HIGH QUALITY SEMOLINA THROUGHOUT THE YEAR.

Use



QUALITY

SERVICE

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MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA

Secrets of Successful Trade Marking

New Need to Steer Clear of Parallel Brand Names

By WALDON FAWCETT

A brander of macaroni can be guilty of no more serious error than to suppose that he can master a formula of trade marking, secure in the confidence that it will serve him infallibly on any and all occasions thereafter. To begin with, there are no hard and fast rules of trade marking. Circumstances alter cases and every particular case is an individual instance when it comes to determination of trade mark rights; an isolated proposition to be considered on its own merits. On top of that inevitable latitude in individual cases there is the further fact that not merely trade mark practices but the very principles of trade mark protection change from time to time.

The macaroni industry has just had a striking exemplification of the possibilities of this perennial readjustment. It is our justification for devoting this correspondence to the new turn of affairs. The effect of the revision of the trade mark code is to lay stress upon the importance of not doubling or near-duplicating brand names. Not only underscoring the taboo upon "repeater" brands of products of the same class but extending the ban to parallel branding on remotely related products. The former—echoing brand names on like goods—has always been forbidden. But the traditions of trade marking allowed the simultaneous use of the same brand to two or more parties if their respective wares were so far apart in composition, uses, etc. that the one could not be sold in substitution for the other.

This new attitude at Washington with respect to the question of how near parallel trade marks may approach one another, is the result of certain revolutionary decisions by the U. S. Court of Patents and Customs Appeals. This special court is set over the patent office as a sort of mentor to review and supervise the operations of Uncle Sam's clearing house for trade marks. The patent office takes its cue from this superior authority as to what it may do and what it may not do in disposing of delicate and border line cases of trade mark ethics. Several months ago in reviewing various test cases, the judicial overlord began to pass the word that henceforth parallel brand names must be kept distinctly apart from

one another. In effect it was warned that even though the goods under equivalent brands be well apart from one another in physical character there should be no doubletracking of brands if the goods were on sale in the same stores to customers who, being familiar with a given trade mark, might suppose that everything else under that same brand came from the same parent house.

Administrative officials at the patent office have set about applying this new and stricter doctrine, and as luck has it one of the first doses has been in the macaroni industry. Opportunity for serving notice to the trade came as the result of a contest at the trade mark registration office between H. C. Cole Milling company and J. T. Fargason Grocer company. The Milling company several years ago registered the trade mark "Omega" as a brand for flour. The Cole concern, therefore, protested at the action of the patent office in issuing a registration for the same brand name "Omega" to the Fargason concern as a trade mark for macaroni, spaghetti, noodles and other specialties.

The Cole company formally demanded that the registration which had been granted to the macaroni marketer should be revoked or canceled. And on the assumption that the goods of the respective parties were wide apart in character the examiner at the Trade Mark Division refused to recommend cancellation. His procedure would have been strictly correct under the old rules of the game. But the lawyers for the flour miller had wind of the change that has lately come about in the attitude toward neighboring branders and so they staged an appeal to the higher up, the U. S. Commissioner of Patents.

It is the disposition, these past few weeks, of this appeal which has made history for the macaroni industry and has provided a precedent or pacemaker which will probably govern for some time the procedure in all cases where macaroni, spaghetti and noodle marks are "shadows" of older brands in use on other lines of foodstuffs. To be sure, this present case was complicated or aggravated by the fact that the Grocer company had for many years sold the Mill-

ing company's goods under its old established trade mark before it put out its own differentiated line under the same brand. Nevertheless and notwithstanding, the moral is pretty clearly drawn that under the new code there is added peril in parallel brands even if the commodities are not in the same market place.

The Commissioner of Patents, when he came to look into the case, found that his subordinate had refused to cancel the macaroni mark at a time when the appeals court had not yet shaken up traditions by its revolutionary decisions. The head of the patent office intimated that in the light of the new code even the preliminary decision would have been different. At any rate he was prepared to square the incident with the new situation and by his decision he set the machinery in motion to cancel the Grocer company's macaroni badge.

In applying the new doctrine the commissioner remarked that this macaroni case is on all fours with the history making test cases that ushered in this new code—viz. the "Del Monte" case, "Sun-Maid" raisin case, and others. The sum and substance of the broader construction thereby placed upon the trade mark law is to the effect that the appearance of the same trade mark upon specifically different goods in the same market will result in that "confusion" which it is the constant aim of the trade mark censors to prevent. The "confusion" endangered by the presence of twins in nearby fields would not, of course, be a literal confusion of goods. But it would be a confusion of goods of origin or producer-reputation which might be just as disastrous to the user of the mark who had expended money to advertise the brand and built up a valuable good will symbolized by this trade sign.

The new official cult which, as we have just shown, operates to increase the working range or extend the monopoly of an established food mark, would not, under any circumstances, admit of an interesting and important trend. But there is especial significance in the face of the outstanding influences in present food marketing. Federal sanction for a wider sweep in trade mark coverage

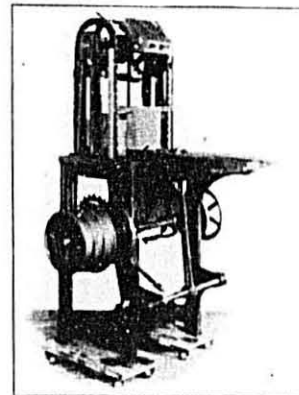
September 15, 1930

THE MACARONI JOURNAL

25

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

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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.

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meaningful in the face of the drift to mergers or consolidations and the building of larger "full lines" in the food field. It also takes on extra, added possibilities in the face of the current stamped

to private branding at both wholesale and retail levels. In short, the new factor must henceforth be reckoned with by every tradesman who is intent upon establishing and entrenching a brand.

« « GREEN LIGHTS AHEAD » »

By GEORGE WOODRUFF,
Chairman, National Bank of the Republic, Chicago

During the present century American business men have been called upon to face the uncertainties of a considerable number of periods of readjustment. During these troublesome times business sentiment has naturally taken a somewhat pessimistic turn but in every instance this pessimism has given way to typical American optimism as soon as business activity has shown signs of revival, and it is interesting to note that in no case has business revival failed to show its face within a period of one year.

Since the beginning of this century the slowest recovery that has taken place after a major readjustment was in 1921 and in many respects the conditions at that time are comparable with those with which we are called upon to contend at the present time. In 1920 the culmination of the tremendous inflation in commodity prices resulted in the greatest commodity price decline in history, carrying down the price of stocks and bringing down the business activity of the country to the lowest point in many years.

Notwithstanding the enormous losses of 1920 there was a feeling at the beginning of 1921 that improvement during the spring months would be substantial and that a rebound from the low points reached at the end of the preceding year could be looked for without undue delay. The stock market responded to this feeling of hopefulness and the recovery during the spring months dispelled a part of the prevailing gloom.

However, the commodity price index continued to fall and by June of 1921 the stock market slumped to a lower point than had been reached at the end of 1920. The months of June, July and August brought forth feelings of the most extreme pessimism, many well-informed people believing that a period of several years depression was upon the country and that the excesses of the war were now to be thoroughly liquidated. Business activity had increased but slightly during the first 6 months of the year. Many concerns all over the country were

in the hands of receivers, the general liquidation was world wide in extent, every banker of prominence was serving on numerous creditors committees, corporations were loaded up with large inventories that had a market value of only a fraction of their cost, the banks of the nation were filled with frozen assets, and the depressed mental attitude of business leaders was perhaps the worst feature of the entire situation.

Notwithstanding the unanimous chorus of pessimism that is indicated by these few quotations from the great mass of pessimistic newspaper articles during the summer of 1921, it is interesting to note that commodity prices turned gradually upward after the middle of the year; that in September and October the stock market began to discount better conditions; and that by the end of the year business activity had increased gradually to a point where it was possible to anticipate a considerable burst of speed during the ensuing twelve months. As a matter of fact, in 1922 practically all of the lost ground in business activity was regained and by the middle of 1923 our volume of business had established a record just as high as had been attained at the culmination of the great inflationary boom in 1920. Thus may we behold how wrong were the pessimists in the summer of 1921!

The Depression of 1930

At the end of 1929 the culmination of the great inflation in stock market securities brought about the sharpest stock market decline in history and the enormous losses that resulted therefrom together with the natural reaction from an overexpanded business situation resulted in a very great decrease in the business activity of the country.

Because of the constructive activities of the national administration there was a feeling at the beginning of 1930 that we would experience a considerable improvement over the spring months and that the readjustment would not prove to be a particularly serious one. As was

the case in the spring of 1921, the stock market responded to the feeling of hopefulness and for a while it appeared that we had suffered a minimum of damage as a result of the great excesses of the preceding period of inflation. However, the commodity price index continued to fall as it did during the early months of 1921 and by June of 1930 the stock market as a whole collapsed to a lower point than had been reached in the panic of 1929. During June and July we have experienced a wave of extreme pessimism with the usual predictions of several years depression, suggestions about the liquidation of the losses of the war and the customary rumors and prognostications about all of the bad things, real and imaginary, that might conceivably happen to business. While very few concerns have gone into the hands of receivers, creditors committees are practically unknown, corporations have not taken excessive inventory losses due to the fact that inventories have been small and the banks have suffered practically no losses at all, nevertheless the mental attitude of business leaders has been almost as bad as it was in the summer of 1921, and the newspapers have displayed a mass of pessimistic articles and statements that must remind the reader forcibly of the contents of the newspaper during the summer of 1921.

Charts showing conditions in 1921 and 1930 are interesting because of their similarity, the chief point of difference being due to the fact that the great speculative inflation that brought about the depression of 1921 occurred in grain, sugar, cotton, copper and other commodities while the great speculative inflation that brought about the depression of 1930 occurred in stock market securities.

If history is to repeat itself it would seem that with conditions not so badly disturbed in 1930 as they were in 1921 a reasonable recovery in business activity should take place during the latter part of 1930 as it did in 1921, and during the following year the needs of 120,000,000 people should catch up with such surplus inventories as may remain on hand after a year of minimum production, bringing about a strong upturn in the business activity of the nation. By the summer of 1931 we may all again clearly behold how wrong are the pessimists when they get to believing that American progress has come to an end.

The red lights through which people last year drove have changed. The curbstone admonitions of the minions of the economic law near an end. There are green lights ahead!

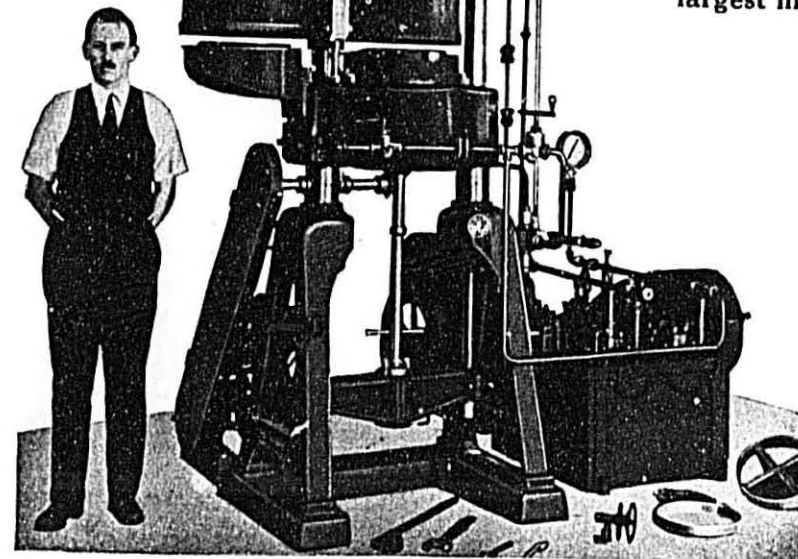
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Notes of the Macaroni Industry

Macaroni via Pool Car

A successful experiment is being conducted by 10 of the leading manufacturers of food products in Chicago that has for its purpose a big reduction in the cost of transportation of food products from manufacturers to distributors. The organization is known as the Chicago Food Manufacturers Pool Car Group, with a combined investment of more than 7½ million dollars. These manufacturers are united to ship mixed carloads of their products into the markets of the country through special jobbers who represent all of the 10 non-competitive manufacturers who have national distribution.

The group was formed last January, with surprising results to date. It has made possible reductions in the transportation charges of the members from 10% to more than 50%—and that applied to almost the entire output of the 10 plants. After only 6 months of operation, sales in old markets have been substantially increased, new markets have been entered, and other advantages realized.—all due to the transportation experiment that promises to develop in other ways also.

The Chicago Macaroni company, manufacturer of macaroni products and the Allison Bedford company, packer of canned spaghetti are 2 of this group. The object is to ship in carload lots thus saving the shippers the extra freight on less than carload shipments.

George R. Kane is originator of the pool car shipment plan. He first tried it out with food manufacturers selling to an independent group of stores but found it more practicable to confine its membership to 10 non-competitive lines. He is retained as secretary of the group and general manager of its activities. The other officers whose term expires Jan. 1, 1931 are: B. H. Harrison, president; Dave Baxter, vice president; J. J. McVady, treasurer.

The members of the group are; Allison Bedford Co., canned spaghetti; Budlong Pickle Co., pickles; Chicago Macaroni Co., macaroni; Loyal Packing Co., canned meats; Oelerich & Berry Co., jams, preserves, syrups, jellies; Martin Peanut Products Corp., peanut butter; Plochman & Harrison, mustard; Stein-Hall Manufacturing Co., tapioca, corn starch, coconut; M. Wolff & Sons, olives; Allen B. Wrisley Co., soap and soap powders.

New Los Angeles-Pacific Plant

Construction of a new modern macaroni plant is underway in the central manufacturing district of Los Angeles, Cal. and will be ready for occupancy in the late summer. It is being constructed for the Los Angeles-Pacific Macaroni Co. on a suitable site on Everett av. near Downey Blvd.

The plant is to be a 2-story reinforced concrete structure containing 40,000 square feet of floor space. The lower floor is built at carload level to facilitate shipping its products by rail over the Los Angeles Junction railway which provides the shipping facilities. The building will be equipped with the most modern sprinkling system as a protection against fire and when constructed will contain many of the most modern macaroni making machines known to the industry.

The Los Angeles-Pacific Macaroni Co. of which Salvatore Nunziato is proprietor, was organized in 1928 as a merger of the Pacific Macaroni Co., Los Angeles Macaroni Co. and United States Macaroni Co. Its products find ready sale in southern California, in neighboring states, in Mexico and other foreign countries.

Golden Age to Foulds

All of the assets of the Golden Age company that formerly operated a large plant in Cleveland, O. have been bought by Grocery Store Products, Inc. of which the Foulds Milling Co. is a leading unit. The newly acquired company will be reorganized into the "Golden Age Corporation." Bayard S. Scotland of Joliet, Ill. hitherto president and principal owner of the Golden Age company, is retiring.

Products for distribution by the Golden Age Corp. will be manufactured in the Libertyville plant under direction of G. G. Hoskins, vice president of the Foulds Milling Co., and sales will be under direction of Henry Kuns, salesmanager of the Golden Age Co for 15 years, who will be in charge of the headquarters in New York city.

Grocery Store Products, Inc. includes among its leading units the Foulds Milling Co. manufacturer of macaroni products; Kitchen Bouquet, Inc., manufacturer of flavorings and sauces, with a plant at Union City, N. J.; Toddy, Inc. manufacturer of malted drinks; Edw. H. Jacob, Inc. of West Chester, Pa. and Kennett Square Mushroom Co. of Kennett Square, Pa.,

canner of mushrooms, and Yuban Coffee, Inc., distributor of the well known Arbuckle brand of coffee. James M. Hills is president of Grocery Store Products, Inc. and a member of the Board of Advertising Trustees of the National Macaroni Manufacturers association.

Seminola Macaroni at 4¼c

"St. Louis is nationally known for its extremely hot summer weather but the weather alone is not altogether to blame for the heated wrath of the macaroni manufacturers of this city." So writes a prominent manufacturer in the "Show Me" state who submits the following postcard offer as evidence that businessmen can become very "hot" even when the coolest of weather prevails.

Special Offer

Highest quality bulk elbow or Ready Cut Macaroni and Spaghetti packed 20 lbs. to fibre container, guaranteed 100% Amber Durum Wheat Semolina, at 4¼c per lb., delivered, less 1% for cash in 10 days net—shipments to Sept. 30th. This is equivalent to 95c for a 20-lb. box, delivered. This price subject to change without notice. PLACE YOUR ORDER IMMEDIATELY.

"The last week in August semolina was quoted in Minneapolis at 3c a lb. for Number 2 and 2¼c a lb. for special Freight on semolina to the manufacturing plant has to be added. The quotation is on goods delivered in St. Louis. Adding original costs of semolina, the freight thereon, and then the cost of delivery to St. Louis, where does this price cutter get off at? Has he no manufacturing costs, no overhead, no interest on his investment? 'Nuff sed! Is it any wonder that the world looks upon the macaroni manufacturing industry as a poor man's business?"

French Macaroni from African Hard Wheat

A decree which became effective Aug. 10 requires French manufacturers of semolina and alimentary pastes, such as macaroni, etc., to utilize in the preparation thereof a minimum of 70% of Algerian, Tunisian or Moroccan hard wheat, according to report from H. Merle Cochran, American consul in Paris. Prior to Aug. 10, each manufacturer was instructed



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to declare to the prefect of the department in which his factory is situated his intention to make such semolina or alimentary paste, and produce, at the same time, an inventory showing the quantities of such hard wheats. Manufacturers are obliged, from the date of their inventory, to keep a record showing receipts and shipments of the above hard wheat and the products thereof, receipts and shipments of other wheat, the mixtures made from Algerian, Tunisian, Moroccan and other hard wheat, and the proportion of each class therein. No time limit has been set for the expiration of this decree.

Outdoor Macaroni Advertising

The Superior Macaroni Co. of Los Angeles, Cal. which has been conducting a macaroni advertising campaign through newspapers has supplemented this by the use of outdoor advertising. A 48 board outdoor campaign will feature macaroni products in southern California. This advertising is being carried on through the firm's agency, Edwin Bird Wilson, Inc.

Macaroni Imports and Exports Fall Off

The trade in macaroni products between United States and foreign countries is showing quite a decrease in volume and value according to the figures by the bureau of foreign and domestic commerce of the U. S. Department of Commerce for June 1930. This same trend is noted in the figures covering the first 6 months of 1930.

Imports

During June there were imported 166,333 lbs. of macaroni, vermicelli, noodles, etc. at a cost of \$12,782. In June last year we imported 261,071 lbs. valued at \$23,193.

From Jan. 1 to June 30, 1930 our imports totaled 1,341,815 lbs. for which we paid \$114,149. This is a considerable reduction over the importation for the first 6 months in 1929 which amounted to 1,497,746 lbs. valued at \$136,985.

Exports

The American exportation of macaroni products during June 1930 fell off to 703,085 lbs. valued at \$55,512 from the 851,564 lbs. valued at \$70,376, our exports for June 1929. Our exports decreased not only in quantity but in per lb. value, from 8 1/4c in 1929 to 7 1/4c in 1930.

For the first 6 months ending June 1930, our exports totaled 4,845,482 lbs. valued at \$406,771 while during the

same period in 1929 we shipped 5,524,821 lbs. for which we received \$452,734. A better price on export products prevailed this year as against that of the same period in 1929, the present average being 8 1/4c a lb. as compared with the previous year figure of 8 1/5c a lb.

A table of countries to which American products have been shipped and quantities purchased during June 1930 is attached:

Countries	Pounds	Dollars
Irish Free State.....	2,400	184
United Kingdom.....	153,708	12,907
Canada	218,904	19,720
British Honduras	1,606	126
Guatemala	3,874	317
Honduras	22,434	1,382
Nicaragua	2,608	185
Panama	63,738	3,245
Salvador	60	11
Mexico	53,120	3,084
Newfoundland & Labrador	3,860	277
Bermudas	1,916	250
Barbados	336	33
Jamaica	2,207	180
Trinidad & Tobago.....	1,404	108
Other British W. I.....	300	44
Cuba	46,788	2,660
Dominican Republic.....	40,225	2,560
Netherland W. I.....	3,174	325
Haiti, Republic of.....	6,218	319
Virgin Islands of U. S.....	610	56
Colombia	629	68
Ecuador	144	15
British Guiana.....	200	21
Peru	864	80
Venezuela	3,281	375
British India	2,672	320
British Malaya.....	1,013	130
Ceylon	707	114
China	20,138	1,499
Java and Madura	450	49
Other Netherland E. I.	182	20
Hong Kong.....	3,262	199
Japan	7,543	646
Philippine Islands.....	9,313	1,373
Siam	140	15
Australia	3,925	516
British Oceania.....	510	62
French Oceania.....	1,025	104
New Zealand.....	14,535	1,587
British E. Africa.....	668	79
Union of S. Africa.....	1,940	208
Nigeria	249	27
Mozambique	205	24
Hawaii	67,788	4,748
Porto Rico.....	66,763	4,386
Total	837,636	\$64,646

Hand-to-Mouth Buying

Probably no one thing contributed so much to save the country from financial panic in 1930 as the tendency developed during the past few years toward what we term "hand-to-mouth" buying. That is the view of R. O. Eastman, managing director of the Window Shade Institute.

If, following the crash of last November, there had been the inventories of 1921 to liquidate, factories would have had to completely close instead of merely

curtailing production, and widespread disaster would have been inevitable.

Hand-to-mouth buying has taken the slack out of the line of distribution which unites the buyer and producer so when the slump hit us, there was no slack to be taken up. Thus this tendency has proved a blessing in disguise even to many interests that have deplored it.

Hand-to-mouth buying was a natural result of improved and speedier service in getting goods from where they are made to where they are used. It is futile to fight against it as to battle against a flowing tide. It was inevitable that rapid turnover should replace long stocks as that the electric should supplant the gas light or radio the old fashioned phonograph.

But it can be overdone and is today being overdone! If hand-to-mouth buying is to be effective, the hand must at least reach the mouth.

Merchants cannot and must not restrain their buying to the point that they are not giving acceptable service to the consumer trade. Yet too many of them are doing this today.

The balance of trade that makes up the difference between prosperity and depression consists of *unplanned consumer purchases*—dollars that are lured out of people's pocketbooks by attractive merchandise, attractively displayed. If the stores haven't such merchandise or such displays this business is lost.

In times of business quietude consumers will generally buy necessities only. They have to be sold luxuries. And luxury may be a necessity that can be put off until tomorrow or next month. We can do without luxuries but we can't do without the luxury business. For the makers of luxuries depend upon the sales in order to buy their own necessities.

From all over the country come reports of pitifully depleted stocks. The hand isn't reaching the mouth. The consumer won't ask for what she doesn't see. To get this balance of business back the merchants must act first. The buying wave must come in the back door of the store before it goes out the front.

There's a hundred million dollars worth of this business a week waiting to be gathered in.

BE MERRY

MIRTH is God's medicine; every body ought to bathe in it.

Grim care, moroseness, anxiety—all the rust of life,—ought to be scoured off by the oil of mirth.

—Oliver Wendell Holmes.

THE FINEST EGG NOODLES

result from using

Fresh Frozen Pure EGG YOLK

Appetite appealing in color

Delicious in flavor

May we quote you?

THE J. G. ODELL COMPANY
Saint Paul, Minnesota

Packing plants at:

Saint Paul, Minn. Duluth, Minn. St. Louis, Mo.

*Dependable Semolinas
of
High Quality and Uniformity*

NORTHLAND FANCY No.2

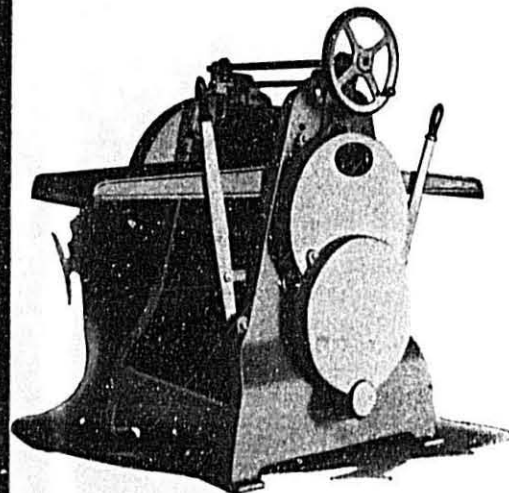
AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

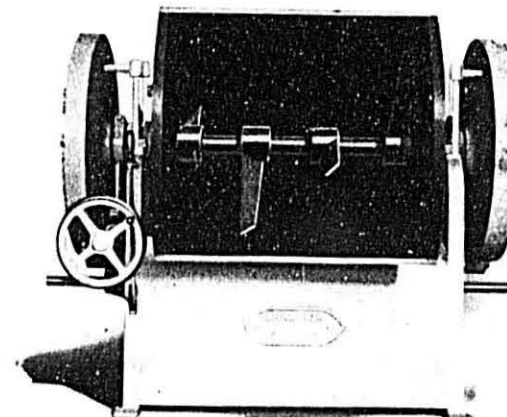
New York Office
Room 1114 Canadian Pacific Building, 342 Madison Avenue

CHAMPION REVERSIBLE BRAKE



Champion reversible brakes play a very important part in the manufacture of noodles; here is where COLOR and GRAIN are greatly improved. This is a sturdy, dependable and safe machine to operate.

CHAMPION MACARONI-NOODLE MIXER



Macaroni, Spaghetti and Noodles are all made in practically the same way and their color and quality can be greatly changed by the manufacturers in their method of handling the dough in the mixer.

There is a very definite, high standard for color, firmness and pencil strength with right cooking quality. The Champion mixer is particularly and solely adapted to the manufacture of high-grade products.

Write for full information on these units for your plant.

CHAMPION MACHINERY COMPANY, Joliet, Ill.

Grain, Trade and Food Notes

New Durum Mill

Washburn Crosby Co. announces completion of its new semolina mill in Minneapolis. The larger unit, of the mill having a 2000 barrel capacity was placed in active operation last December and the 1000 barrel unit started production June 5. The mill is one of the few in the world that was built solely for grinding durum wheat into semolina for macaroni manufacture and it is the result of wide experience accumulated during the firm's 10 years experience in semolina milling, plus what its engineers learned from a study of the leading European and American mills.

3,000,000,000 Pickles

An average yearly production of about 3,000,000,000 cucumber pickles in the United States is some evidence that the American public is fond of good pickles, and it is probable that consumption could be stimulated, the U. S. Dept. of Agriculture says. The annual crop is grown on about 74,000 acres, yields about 4,000,000 bu., and returns more than \$4,000,000 to the growers.

Wheat Futures

The sale of wheat futures on the Chicago Board of trade during the fiscal year ended June 30, 1930 aggregated 16,598,849,000 bu. and on the 9 United States contract markets trading in wheat a total of 19,606,790,000 bu. This is the largest volume of trading in wheat futures in any year since records first became available in 1921, according to figures compiled by the grain future administration, U. S. Dept. of Agriculture.

Food Consumption in New York City

New York's vast population has made it the greatest market in the world for food products of every description. The fact that New York consumes every day around a million and a half loaves of bread, more than 6 million eggs, over 2 million quarts of milk and other things in proportion has gained for it a reputation as the country's greatest consumer market.

Through the immense system of transportation facilities for which New York city has become a national terminus, food products are transported with speed to and from every section of the country.

Among the outstanding foodstuffs

consumed in this metropolis are meat products which averaged over \$176,000,000 a year according to the 1927 census of manufacture, a great portion of which is slaughtered nearby; the city's bread and bakery production amounted to nearly \$200,000,000; coffee and spices, \$58,000,000; confectioneries, \$50,000,000; ice cream \$25,000,000; beverages, \$22,000,000; canned foods, \$20,000,000; chocolate and cocoa products, \$22,000.

The New York district is known to be the largest center of macaroni, spaghetti and noodle manufacture in America, and perhaps the world, and millions of dollars of these products are sold at wholesale and retail in that center. New York is also an important port of importation, getting table delicacies from every country on the globe. There is scarcely a day during the year that some vessels do not lay down at the port a cargo of foodstuffs intended to appeal to the epicure. These are some of the facts stated in a booklet prepared by the Merchants Association, entitled "Buying in New York."

Container Corporation Buys Eastern Plant

Officers of the Container Corporation of America, leading producer of paperboard shipping containers, have announced purchase of the assets and business of the Gibraltar Corrugated Paper Co., Inc., whose principal production plants are at North Bergen, N. J.

Acquisition of the Gibraltar plant provides the Container Corporation of America with manufacturing facilities in the New York metropolitan area and enables it to serve its customers there as it is within a half hour trucking distance of that center.

The transaction was consummated through an exchange of Container Corporation preferred stock and a cash consideration. The present Sefton division's leased plant in Brooklyn will be merged with the Gibraltar plant. This latest acquisition gives the Container Corporation 19 plants in midwestern and eastern cities.

Get-Thin Fad Passing

While the food industries may be keen rivals in the race for the consumer's dollar, they are united in their joy over the decline of "dieting." Speaking at the annual convention of the National Confectioners association, President

A. M. Kelly declared that much of the advertising effort of the candy trade for the past 3 or 4 years has been aimed against what he termed "Starvation diets."

"Four years ago," said he, "the prevalence of extreme dieting worried the food industries no less than it alarmed the medical profession. The remedy applied by the candy trade was a national cooperative campaign for educational advertising, and to this campaign in part we attribute the revulsion of sentiment against starvation diets which is now sweeping the country. The national consumption of confectionery products has more than kept up with the increase in population. The get-thin fad is dead; the women of America have come to their senses, and the ideal figure now is the normal figure."

Durum Production - Consumption

For the 6 months Jan. 1 to June 30, 1930, the U. S. Department of Commerce figures that a total of 7,003,150 bu. of durum wheat was ground into semolina and durum flour. From this was produced a total of 1,081,057 bbls. of semolina and 404,210 bbls. of durum flour.

The compilation shows that 37,620 bbls. of semolina and 58,614 bbls. of durum flour were exported during the months, leaving available for domestic consumption a total of 1,043,428 bbls. of semolina and 345,596 bbls. of durum flour. An exceptionally large portion of this milled durum wheat went into macaroni production.

Reaching for More Sweets

The United States reached for a good many sweets last year, everything considered. People altogether ate 117,000,000 more pounds of candy than in the year previous, per capita consumption jumping from 12 to 13 lbs.

The year's increase of 9% was the largest ever recorded, R. L. Purdon of the United States foodstuffs division told the National Confectioners convention at the Stevens hotel, Chicago. Every person ate a pound more than in 1928.

Price reductions kept the amount paid by consumers about even with that of the previous year, manufacturers receiving \$301,000,000 during the year. This was 3 1/4% less than in 1927.

September 15, 1930

THE MACARONI JOURNAL

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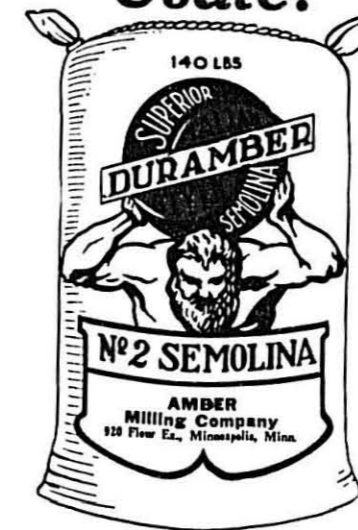
OUR
FAULTLESS MACARONI MOULDS
Are Always Satisfactory.

Every Order is Given the Personal
Attention of Die Experts.

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

PER PASTA PERFETTA

Usate!



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

CROOKSTON SEMOLINA



"We are Subscribers
To The Campaign"

Strong, Uniform and
of Good Color

CROOKSTON MILLING Co.

Crookston, Minn.

For
Quality
Trade

VOLUNTARY CHAINS IMPROVING

Voluntary chain grocery units in the United States total at least 54,797 and are operated by approximately 421 groups. Of these 421 groups 216 are organized and managed cooperatively by retailers and 205 are sponsored and directed primarily by wholesale grocers. These figures are as of December 1929.

A voluntary chain is a group of retailers (each of whom owns and operates his own store) either associated with or acting cooperatively, organized to carry on joint merchandising activities and to combine wholesale and retail functions under one control so as to meet regular chain store competition.

These and other facts are brought out in "The Voluntary Chains," the second of a series of studies to be issued on this subject, lately published by the American Institute of Food Distribution in New York city. Under the direction of V. H. Pelz, the editorial and research staff of the institute has made a thorough and complete analysis of this important new factor in the distribution of grocery products. The present forms which these organizations are taking, their aims and methods, the problems of management, the probable future developments and other phases of the growth are all covered in detail by the report.

"The progress of chain grocery stores," says Gordon C. Corbaley, president of the Food Institute, "to where they are doing approximately 35% of all the business is causing wholesale and retail grocers who have lost this volume to change their methods. They wish to do everything they can to protect themselves against further loss of customers.

"These efforts are naturally in the direction of doing things they have seen done by these new competitors. "Thus far voluntary chain growth has been generally crude and inefficient. Its greatest value has been the fact that it has given men a new business theory on which to go ahead—an enthusiasm that has started them working together.

"Now definite principles of distribution relationship and operation are emerging.

"It is fairly obvious that the wholesale supply function to the retail outlet is to be simplified to reduce costs materially and establish a new inti-

macy of association, reaching through from production to point of retail delivery."

A Macaroni Jingle

By Virginia Gibson

Though "Yankee Doodle and his pony,"
Once warmed the hearts of men;
Calling feathers "Macaroni,"
Is something else again.

Now Yankee knew that he was right,
And right he was, no doubt;
For after thinking day and night,
At last I've doped it out.

"Yank" was ticklish, so you see,
And words he did not waste;
If feathers tickled his vanity,
Macaroni tickled his taste.

"Yank's" simile was not very far fetched, for macaroni properly cooked will tickle the most hardened palate. This wholesome and tasty food may be prepared in a variety of ways. Because of its gluten content it is particularly valuable in the cold months of winter when nature demands heat and energy-producing elements.

Like many other foods macaroni is best prepared in combination dishes, the most common being those in which it is used with tomatoes, cheese, or both. This method of serving macaroni enables the homemaker to place before her family a balanced meal at small cost.

Macaroni should be served frequently during the cold season and its preparation may be varied as suggested in the following recipes:

Macaroni Soup

1/4 cup macaroni 1 quart brown stock
broken into small pieces Salt and pepper

Soak macaroni in water one half hour. Boil until soft and add to soup stock or drain before cooking and simmer in soup stock until tender. Season and serve.

Macaroni-Cheese Loaf

1/2 cup macaroni 1 tablespoon
1 teaspoon parsley margarine
2 teaspoons 1/2 cup grated cheese
chopped onions 1 1/2 cups milk
1 tablespoon green 1 egg
pepper 1 teaspoon salt
1/2 cup oiled crumbs

Cook macaroni in boiling salted water 25 minutes. Sauté the parsley, onion, and pepper in the margarine until tender. Drain water from macaroni. Place a layer of this in a greased baking dish, then a layer of peppers, onions, and cheese. Repeat until dish is full. Pour over it the milk mixed with the egg. Cover with oiled crumbs and brown in

a moderate oven. Serve with tomato sauce. This is a good meat substitute.

Baked Macaroni

2 cups macaroni margarine
1 1/2 cups milk 1/4 pound grated
Salt and pepper cheese
2 tablespoons

Break the macaroni into short lengths cover with plenty of boiling water and boil until soft, 20 to 30 minutes generally being required. Stir occasionally with a fork to prevent sticking to the kettle. Turn into a sieve and drain thoroughly. Arrange a layer of macaroni in the bottom of a pudding dish. Over it sprinkle some of the cheese and scatter over the bits of margarine. Add a sprinkling of salt and pepper. Fill the dish in this order, having macaroni on top, well oiled with margarine but without cheese. Add milk enough to just cover well and bake until a golden brown hue, one half hour usually being sufficient. Serve in the dish in which it was baked.

Sales Statistics

The recent emphasis given to the problems involved in answering the question "How is Business?" has been instrumental in developing the statistical work of trade associations, claiming the trade association department of the Chamber of Commerce of U. S. A. In numerous cases trade associations have reviewed and reorganized their statistical program. In other cases associations which have not engaged in this activity have outlined a statistical program, based on the opinions gained through interviews with leading trade association executives summarized as follows:

"Sales statistics are the only reliable business barometer.

"They give definite facts regarding the market and eliminate guesswork.

"They give the trend of demand and that sales and production efforts may be logically set.

"They enable each manufacturer to determine what share of the total business he is getting at any time.

"Seasonal trends and effects of changes in general business conditions are indicated if records are kept over a sufficiently long period.

"With knowledge of the total volume of business there is less tendency for manufacturer to decrease price in an effort to obtain business that does not exist.

"Statistics permit a check to be made on the effectiveness of sales efforts.

"In a decreasing market they are particularly helpful in stabilizing business."

1929 Census of Macaroni Making

The Bureau of the Census announces that, according to data collected to date in the census of manufactures taken in 1930, the total value of macaroni, spaghetti, vermicelli, and noodles made in 1929 by establishments engaged primarily in the manufacture of these products amounted to \$47,931,408, an increase of 8.2% as compared with \$44,279,544 reported for 1927, the preceding census year. The total for 1929 is made up as follows: Macaroni, spaghetti, vermicelli and plain or water noodles, 505,069,608 lbs., valued at \$40,307,919. Egg noodles, 49,831,155 lbs., \$7,374,291. Ravioli, 3,651,230 lbs., \$249,198. Other products, \$971,087.

The statistics for 1929, with comparative figures for 1927, are given in Table 1. The figures for 1929 are preliminary and subject to revision. They are based on actual returns from manufacturers who contributed the greater part of the total value of products for the industry at the census for 1927, on returns from those who reported for the first time at the census for 1929, and on estimates for a few manufacturers who reported for 1927 but have not yet made their returns for 1929. Detailed product statistics are given in Table 2.

TABLE 1—Summary for the Industry: 1929 and 1927

	1929	1927	Per cent of Increase
Number of establishments.....	377	353	6.7
Wage earners (average for the year)*.....	5,250	4,587	14.5
Wages†.....	\$5,634,094	\$5,070,936	11.1
Cost of materials, containers for products, fuel and purchased electric current†.....	\$28,012,214	\$27,433,792	2.1
Products, total value†.....	\$48,903,095	\$45,353,200	7.8
Macaroni, spaghetti, etc.....	\$47,931,408	\$44,279,544	8.2
Other products.....	\$971,687	\$1,073,656	-9.5
Value added by manufacture:† total.....	\$20,890,881	\$17,919,408	16.5
Per wage earner.....	\$3,976	\$3,907	1.8
Ratio (per cent) of cost of materials, containers, etc., to value of products.....	57.3	60.5	

*Not including salaried employees. The average number of wage earners is based on the number reported for the several months of the year. This average somewhat exceeds the number that would have been required for the work performed if all had been continuously employed throughout the year, because of the fact that manufacturers report the number employed on or about the 15th day of each month as shown by the pay rolls, usually taking no account of the possibility that some or all of the wage earners may have been on part time or for some other reason may not actually have worked the entire week. Thus in some cases the number reported for a given month exceeds the average for that month.

†Manufacturers' profits cannot be calculated from the census figures because no data are collected for certain expense items, such as interest on investment, rent, appreciation, taxes, insurance, and advertising.

‡Value of products less cost of materials, containers for products, fuel, and purchased electric current.

TABLE 2—Macaroni, Spaghetti, etc.—Production, by Kind, Quantity, and Value: 1929 (No comparable figures for 1927 for the several classes of products are available)

	Pounds	Value
Macaroni, spaghetti, vermicelli and plain or water noodles.....	505,069,608	\$40,307,919
Egg noodles.....	49,831,155	7,374,291
Ravioli.....	3,651,230	249,198
Total value.....		\$47,931,408

Ravioli

The name of the first chef who made ravioli has been lost in the voluminous history of culinary art in Italy. In his book "Culinary Art" published at Venice in 1642, Bartolomeo Scappi described several varieties of ravioli. The ingredients and methods of cooking could not have given the epicure of those days a dish so satisfying as is possible today. In London in 1611 John Florio, in his dictionary called "Queen Ann's New World of Words," defined "rafioli" as: "A kind of little paste meats in fashion of little patties." Yet ravioli were known as early as the year 1440.

Of its first appearance in the United States there seems no record. Perhaps Thomas Jefferson was one of the first to eat ravioli here. For, in 1773 Philip Massei came to Virginia to experiment in fruit and silk culture. Jefferson's interest in Italian culture brought about an intimate friendship with his neighbor Massei, who often visited the American statesman at his home, Monticello, where it is said Massei also introduced several Italian table delicacies.

IMPORTANCE OF FOOD BUSINESS

Patriotism in business can be shown to no better advantage than in the food industry.

This industry satisfies one of man's most fundamental desires, the hunger for food. And the search for food has populated more countries and caused more wars than any other quest.

—Senator Clyde Beecher Johnson of West Virginia.

A law should be enacted classing ham-bors as "concealed weapons."

Fill and Seal Your Macaroni Products in Cartons with Simplified Packaging Machinery

Save 50 to 75 per cent of your present labor costs.

A great number of the Largest Macaroni Manufacturers are users of TRIANGLE CARTON SEALERS AND AUTOMATIC WEIGHERS

There's a Reason

Let Our Sales-Engineer Tell You Why--No Obligation

Triangle Package Machinery Co.

40 Church St., New York

906-910 N. Spaulding Ave., Chicago

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The MACARONI JOURNAL

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Founded in 1903
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ADVERTISING RATES
Display Advertising . . . Rates on Application
Want Ads . . . 30 Cents Per Line

Vol. XII September 15, 1930 No. 5

Are We Becoming Selfish?

Selfishness is one of the greatest motivating powers in this old world of ours.

Until recently selfishness had not been manifested in promoting the Macaroni Advertising Campaign which has at last started on its way. Outstanding manufacturers gave every assistance to representatives seeking subscriptions from competitors and brothers in the trade.

Of late there has been noted a decided change in this attitude. Several have expressed themselves as rather hopeful that some of their most active competitors would not subscribe to the campaign for selfish reasons. One in particular reports that he has been calling on the jobbers, apprising them of the fact that he was a subscriber to the campaign, telling them what the movement would do for macaroni products and found so favorable a reaction among his jobbers and retailers that it convinced him it would be foolish to help obtain subscriptions from competitors. It would be directly detrimental to his own business.

It is regretted that such a feeling should manifest itself at this moment when we are trying to obtain for the campaign 100% support on the part of the better class firms. There is no question that the subscribers are going to cash in on the fact that they are supporting the campaign, as against the fact that competitors in some instances are not subscribers.

Business men like to do business

with prosperous, reliable, fair-minded concerns and detest "free riders." While price may be a factor in determining where business is to be placed, experience teaches that personality, good will and fair business dealing will quite frequently offset fairly large differentials in price.

The unselfish spirit so pleasingly shown in the beginning of the drive for campaign funds should be continued as long as there remains a chance to enroll any worthwhile firm as a subscriber. Let's think first of the industry and profit as it progresses.

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

PATENTS Macaroni Die

A patent on a macaroni die was granted to Daniel Maldari, Brooklyn, N. Y. Application was filed Oct. 23, 1929 and was given Serial No. 401755. The official description as given in the Aug. 12, 1930 issue of the Patent Office Gazette is as follows:

"A spaghetti or macaroni die having a plurality of perforations and arranged in each perforation an elongated pin, a portion of the end of which is turned on a spiral."

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

Rossi

The trade mark of Peter Rossi & Sons, Inc., Braidwood, Ill. was registered for use on alimentary pastes—viz., macaroni, spaghetti, noodles, vermicelli, etc. Application was filed April 14, 1930, published by the patent office June 3, 1930 and in the Aug. 15, 1930 issue of The Macaroni Journal. Owner claims use since about June 1, 1886. The trade name is in heavy type.

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

Domko's Pride

The private brand trade mark of Joseph Domko, doing business as Joseph Domko & Co., Chicago, Ill. for use on spaghetti, macaroni and other groceries.

Application was filed April 24, 1930, published Aug. 5, 1930. Owner claims use since April 22, 1926. The trade name is in heavy type.

Eagle Rock

The private brand trade mark of Joseph Domko, doing business as Joseph Domko & Co., Chicago, Ill. for use on spaghetti, macaroni and other groceries. Application was filed April 24, 1930, published Aug. 5, 1930. Owner claims use since June 22, 1928. The trade name is in heavy type.

Sunview

The private brand trade mark of Ralph Raulli, doing business as Sunview Biscuit Co., Los Angeles, Cal. for use on alimentary pastes and other paste products. Application was filed April 19, 1930 and published Aug. 26, 1930. Owner claims use since Sept. 8, 1929. The trade name is in black outlined letters.

Yellow Front

The private brand trade mark of Yellow Front Stores, Inc., Chicago, Ill. for use on spaghetti, macaroni and other groceries. Application was filed May 1, 1930 and published Aug. 26, 1930. Owner claims use since May 1928. The trade name is in black type.

LABELS

Noodle Fritz

The title "Noodle Fritz Home Made Egg Noodles" was registered Aug. 12, 1930 by Louis Wallrapp, doing business as the L. Wallrapp Co., St. Louis, Mo. for use on egg noodles. Application published April 1, 1930 and given registration number 37894.

Genuine Italian Dinner

The title "Genuine Italian Dinner" registered Aug. 26, 1930 by Porter-Spelli Macaroni Co., Portland, Ore. for use on macaroni and grated cheese mushroom sauce. Application was published March 12, 1930 and given registration number 37911.

PRINTS

Heinz Cooked Spaghetti

Three Titles, namely "Just Taste Heinz Cooked Spaghetti," "Salads Once—Smart & Delicious" and "Turn An Ordinary Dinner Into Something Quite Appetizing And Delicious" were registered Aug. 12, 1930 by Heinz Co., Pittsburgh, Pa. for use on cooked spaghetti. Applications were filed May 1, and May 1, 1930, respectively and given registration numbers 1212663, and 12664, respectively.

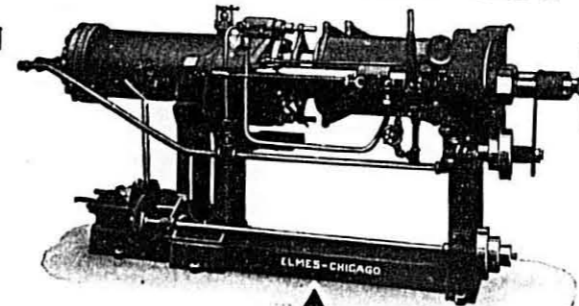
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FOR SALE.—One 8 foot Grimola or Kneader in excellent condition; also 1 Elmes Hydraulic Press. Address Box 15, c/o Macaroni Journal, Braidwood, Illinois.

A SHORT CUT TO SUCCESS

A Subscription to the National Macaroni Manufacturers Association AND AN ELMES' SHORT CUT PRESS

PRODUCTION
4½ TO 5
BARRELS
OF FLOUR
PER
HOUR



BRASS
LINED
HYDRAULIC
CYLINDERS
STATIONARY
DIE

Presses
Long & Short Goods Driers
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Preliminary Driers
Mostaccioli Cutters
Die Washers—Dies
Egg Barley Machines
Accumulators



Mixers—Kneaders
Noodle Cutting and Folding Machines
"Tortellini" (Stuffed Paste) Machines
Calibrating Rolls
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Trimmers
Pressure Pumps
Fittings—Valves

THE CHARLES F. ELMES ENGINEERING WORKS
213 N. Morgan St. CHICAGO, U.S.A.

They say:

"IT PAYS TO ADVERTISE"

It does

"IF" The Product Advertised is made from uniformly high quality raw materials.

"IF" This quality is reflected in the finished product in appearance, eating quality and flavor.

"IF" The Advertising is the correct form which creates consumer interest.

"IF" The Consumer is sufficiently pleased with Macaroni Products as a more or less steady diet and the consumption increased.

"IF" The Macaroni Products are made from Capital Semolina.

Then It Pays To Advertise!

CAPITAL FLOUR MILLS

Office
Corn Exchange Building
MINNEAPOLIS, MINN.

Mills
ST. PAUL, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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The President's Column



"We"

"Well, here WE are!" said Lindbergh as he brought his staunch little plane to a beautiful landing on the outskirts of Paris in the world's first and most famous ocean spanning flight.

"Well, here WE are!" may also have been the greeting of Captain Dieudonne Coste, that renowned French flying ace who early this month duplicated Lindy's flight in the reverse.

Both made aviation history; both crowned themselves with coronas befitting their daring and their modesty.

"Well, here WE are!" may also be the terse statement of one hundred or more farseeing, liberal and determined macaroni manufacturers when they visualize the realization of their dream on reading the first advertisements in our national macaroni publicity campaign that "breaks" this month in the leading magazines of the country.

All are the result of the "WE" spirit—just the right kind of coordination between component parts that must exist to assure success in either adventure or business.

It was this "We" spirit that prompted one hundred or more of us to pledge our dollars to underwrite a movement from which all will benefit, even nonsubscribers who will move forward with us on borrowed power.

One hundred or more business firms all working in unison toward the one objective cannot be wrong. Neither are they selfish. To their more cautious fellow tradesmen who have chosen to await the actual starting of this historic, most promising campaign, they point with pride to the message now being read by millions and they now invite them for the last time to identify themselves with this progressive movement.

The "WE" spirit more widely and generally manifested in this business adventure will give greater assurance of its success. Through this spirit alone can we make real, worthwhile progress. Every manufacturer and every distributor is expected to do his part in this great business drama, "Making The American Housewife Macaroni Conscious."

The Secretary's Column



Preparing for Prosperity

In common with all lines of business the macaroni manufacturing industry has suffered from the nationwide depression that has stifled all business progress since last fall.

How much longer this state of uncertainty is to continue no one really knows, but many are of the opinion that the early winter will see signs of a change for the better.

Being producers of a food necessity which appeals to consumers as an economic necessity, macaroni makers, as a general rule, have not experienced the heavy losses that affected most lines. Many of the plants have been operating on a production basis of about 75% of their normal seasonable business or better.

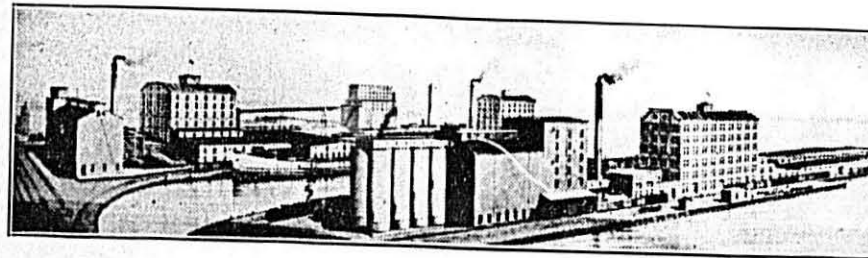
Profits have been almost entirely sacrificed in many instances, but the industry appears to be in a good position to take advantage of any improvement trend that may appear.

When things looked blackest last fall a group of men with courage and foresight prepared for a new era in the macaroni business. Recovery from the present depression would come quickest to those best prepared to welcome it.

Nearly one hundred fifty manufacturers and supply firms banded together to hasten the change by establishing renewed confidence in the business and preparing an enlarged market, creating new consumers among the millions of new prospects in this country.

The opening shot in the national macaroni advertising campaign has just been fired. Coming at a time when things are beginning to look better, much is expected from this coordinated movement.

Their example has had a beneficial effect on the entire trade. Despair has been changed to hope. We now see a more promising picture of an industry preparing for the prosperity that is sure to come because of the forethought of these pioneers in this new business venture. Their action has unquestionably accelerated the coming of better and brighter times.



HOURGLASS SEMOLINA

Embodies Those Requisites

Strength, Color and Flavor

So Essential for the Production of a Highly Nutritious and Palatable Macaroni



Location Enables Prompt Shipment

Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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



Ask any user of Pillsbury's Semolina N
or Pillsbury's Durum Fancy Patent. He
tell you that his macaroni has exceptio
strength, flavor and finest amber color.

Pillsbury Flour Mills Company

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

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