

**THE
MACARONI
JOURNAL**

**Volume 12,
Number 8**

**December 15,
1930**

The Macaroni Journal



Minneapolis, Minn.

December 15, 1930

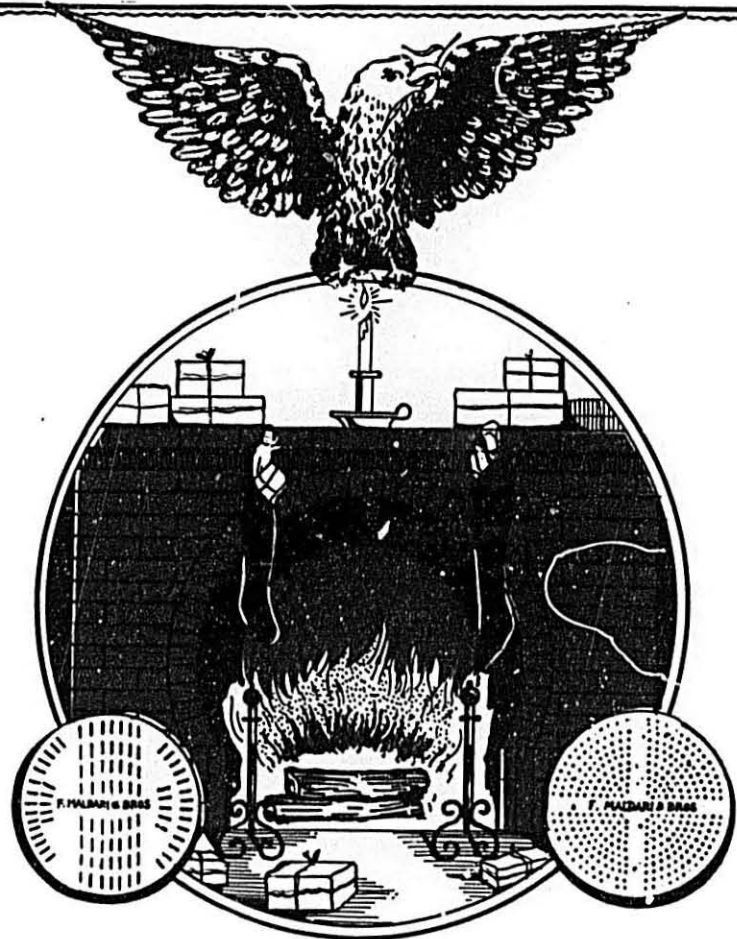
Vol. XII No. 8

A Christmas Thought

I BELIEVE—

- In the Macaroni Manufacturing Business and its possibilities.
- In my Associates and Competitors and will deal with them squarely.
- In the National Macaroni Manufacturers Association and will support its policies unstintingly.
- In boosting, not knocking, in promoting, not kicking, in serving to the best of my ability.
- In playing the game like a gentleman, in business and in private life.
- That if I live up to this Creed religiously, there will be a Santa Claus this and every Christmas.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



*Merry Xmas and
Happy New Year*
Maldari Bros.
Per Daniel Maldari
PRESIDENT

» A Timely Thought --- An « Opportune Suggestion

Nearly a decade ago business was worried over conditions very similar to those that now exist. At that time we published a poem from the pen of an unknown author, which is repeated here for the purpose of emphasizing the truth that subscribers to the Macaroni Advertising Campaign will profit only to the extent they "dig" for the new business which the publicity will unquestionably create.

Little Black Hen

Seems that worms are getting scarcer, and I can not find enough,
Said the little red rooster, "Gosh all hemlock," things are tough,
What's become of all those fat ones is a mystery to me:
There were thousands through that rainy spell—but now where can they be?"

The old black hen who heard him, didn't grumble or complain,
She had gone through lots of dry spells, she had lived through floods of rain,
So she flew up on the grindstone, and she gave her claws a whet,
As she said, "I've never seen the time there weren't some worms to get."

She picked a new and undug spot; the earth was hard and firm.
The little rooster jeered, "New ground; that's no place for a worm!"
The old black hen just spread her feet, she dug both fast and free,
"I must go to the worms," she said, "The worms won't come to me."

The rooster vainly spent the day, through habit, by the ways
Where fat worms had passed in squads back in the rainy days.
When nightfall found him supperless, he groaned in accents rough,
"I'm hungry as a fowl can be; conditions sure are tough."

He turned then to the old black hen and said, "It's worse with you
For you're not only hungry but you must be tired, too.
I rested while I watched for worms, so I feel fairly perk;
But how are you? Without worms, too? And after all that work?"

The old black hen hopped to her perch and dropped her eyes to sleep,
And murmured in a drowsy tone, "Young man, hear this and weep,
I'm full of worms and happy, for I've dined both long and well,
The worms are there as always—but I had to dig like hell!"

QUALITY
QUALITY
QUALITY

QUALITY



We can't say "Quality" too often because "Quality" is our constant watchword in the manufacture of "Two Star" Semolina. Results prove it.



BE SURE TO SEE US BEFORE BUYING

TWO-STAR IS A GOOD PRODUCER

MINNEAPOLIS MILLING COMPANY

Minneapolis, Minnesota

New York Office,
410 Produce Exchange
Philadelphia Office,
418 The Bourse

Chicago Office,
605 N. Michigan Ave.
Buffalo Office,
Dun Bldg., 7th Floor

Boston Office,
177 Milk Street
San Francisco Office,
Merchants Exch. Bldg.

THE MACARONI JOURNAL

Volume XII

DECEMBER 15, 1930

Number 8

The Chicago Midyear Meeting

Manufacturers of macaroni products have lately learned to take it for granted that their presence is expected at the annual conference of the industry, usually held in June as required by law and custom. As a result attendance thereat is quite satisfactory because they look upon it as an opportunity to renew acquaintances and combine business and pleasure in a way that is pleasing and profitable. In many instances convention week is the only vacation week that certain group of manufacturers take from their business.

More important to the trade are the occasional meetings held for specific purposes, usually termed midyear meetings. Attendance thereat is more of a business necessity than those who take part in these special meetings do so for business reasons purely. Conditions have arisen requiring the immediate attention of the leaders in the trade and a meeting would be called, as never has there been a midyear meeting for pleasure only.

Annual conventions are usually three-day affairs with much time allotted for entertainment and visiting. At midyear meetings every moment of the one-day meet is devoted to the business for which the meeting is called. While those who go to our annual conventions may do so for varied reasons, attendance at midyear meetings is entirely a business move.

Conditions have recently arisen in the macaroni manufacturing industry that necessitate a general conference of members of the National Macaroni Manufacturers Association during the winter and at the October meeting the Board of Directors arrangements were made for a year conference in Chicago. The date is Monday, Jan. 19, 1931. It was set to accommodate those who will also attend the annual Canners convention that same week and the December inventory worries are over.

The specific purpose of the midyear meeting to be held at that month is two fold—to plan for Macaroni Week (March 2-7, 1931) and the consideration of a uniform cost accounting plan that has been developed since authority is given the special committee appointed for this purpose. Both matters are of vital interest to the individual manufacturer and to the whole industry.

Whether we admit it or not, it is true that the macaroni manufacturing industry is on the threshold of an exceptionally bright future. When business generally was in the dumps, a group of wise, courageous manufacturers pledged money and effort to launch a surprisingly big publicity campaign and the two special problems for consideration at the midyear meeting are the result of this activity.

Macaroni Week has almost unlimited possibilities. It will easily become the biggest thing ever attempted cooperatively by the macaroni manufacturing industry of this country. During that week and the days immediately preceding it, every man, woman and child in America should and will be taught a macaroni lesson that will be remembered the remainder of their lives.

The Board of Advertising Trustees will present plans for this gigantic promotional event, which in addition to the regular magazine advertising will include a national broadcast of an interesting macaroni message over twenty-seven selected radio stations, all for the purpose of making the American public more macaroni conscious, thus bringing about much needed and desired increased consumption. In addition there will be a nation wide distribution of window streamers and store cards for use during Macaroni Week, March 2 to 7, 1931 and the days immediately preceding it; also announcements of winners of the prize recipe contest that has attracted the attention of many thousands of chefs, housewives and general consumers.

As for a uniform cost accounting system, none will deny that there is an urgent need for something along this line that will enable manufacturers to speak the same language when discussing their business. After many months of close study and deep research the Cost Accounting Committee has prepared a uniform accounting and cost system that is adaptable for any firm in the business. The committee offers a service that is indispensable in rectifying some of the conditions that have retarded progress and caused heavy losses. It will present a system that all can easily, economically and profitably adopt.

Two more important and urgent reasons for attending the midyear conference of the Association in Chicago on Jan. 19, 1931 could hardly be conceived. That the attendance will be large can be taken for granted. The activities of the two committees whose actions are to be scrutinized warrant as nearly one hundred per cent support as is possible, distance and other considerations permitting.

Much is expected of the midyear conference and those sponsoring it will deliver, in accordance with the interest shown in the meeting by the trade and the support given their policies arrived at only after long study and deliberation. The enrollment at the midyear meeting will indicate how seriously the industry takes the efforts of these two groups of unselfish, hard working representatives of the National Macaroni Manufacturers Association and the industry.

Macaroni Educational Bureau Section Lack of Sales-Planning . . .

By B. R. JACOBS
Washington Representative

Manufacturers Using Testing Service

The announcement in last month's Journal that we were starting an investigation of the quality of eggs and other raw materials used by macaroni manufacturers has been fruitful of most wonderful results. We have been practically swamped with samples. In every case, a report is being made direct to the sender of the samples regarding the quality or grade of products that he is using. This work will continue until every macaroni manufacturer Member of the Association, has his raw materials tested and graded. This will offer every subscribing member an opportunity to improve the grade of the raw material that enters into the manufacture of his macaroni products.

Much interest has also been shown in methods of analysis of raw materials, particularly the method used for determining moisture in flour, semolina, dried eggs, etc., and for determining egg solids in frozen and fresh egg products.

For the benefit of those manufacturers who have laboratory facilities, I am submitting the following method used by the U. S. Department of Agriculture, and considered "Official" for these determinations.

METHOD

Determination of Egg Solids

LIQUID EGG—Weigh accurately approximately 5 grams of the homogeneous sample in an aluminum dish used for determining moisture in flour. The dish should have been dried at 130°-135° C., cooled in the desiccator and weighed soon after obtaining room temperature. Drive off the bulk of water by heating on the steam bath for approximately 30 minutes. Continue the drying in the oven at 130°-135° C. for 1 hour. Cover the dish, transfer to the desiccator, and weigh soon after room temperature is obtained. Report the egg residue as total solids.

DRIED EGGS—Use approximately 2 grams of the finely powdered, well mixed sample, accurately weighed. Follow the directions for liquid egg, omitting the preliminary drying on the steam bath.

Determination of Moisture in Flour, Semolina, Etc.

Weigh accurately approximately 2

grams of the well mixed sample in a covered dish that has been dried previously at approximately 130° C., cooled in a desiccator, and weighed soon after attaining room temperature. Uncover the sample and dry the dish, cover and contents in the oven at approximately 130° C., for one hour. Cover the dish while still in the oven, transfer to a desiccator, and weigh soon after room temperature is attained. Report the loss in weight as moisture.

All samples should be returned to oven for 15 minute periods until constant weight is obtained.

Start Plant Laboratory

Subscribing members who contemplate setting up their own laboratories may obtain, free of charge from this office, a list of equipment, apparatus and chemicals necessary to do this work. I will also be glad to send them instructions, and where I am in their territory, to spend some time advising with their chemist concerning the methods used for carrying on this work. This is the only way in which this work can be carried on uniformly by all manufacturers.

Prosecutes 20 Violators

In connection with the law enforcement end of our work and based on my interviews with the New York city Board of Health, I have reported more than 20 violators of the anticoloring ruling to the New York city authorities.

I have reexamined samples of egg noodles manufactured by Louise's Egg Noodle Co. of Cleveland, O., and still continue to find them deficient in egg solids and to contain artificial color.

A number of manufacturers of egg noodles fail to declare the net weight of the contents of the package in large enough size type and in a conspicuous place. Their attention is being called to this fact as being a violation of the law. Other manufacturers, quite numerous among the smaller ones, continue to use the term "home made" and some even go so far as to show pictures of a woman cutting strips of dough by hand when their products are really "factory made." This is a violation of the Federal regulations, which in many states have the force of

law, and should be discontinued. Complaints are being made to these firms directly.

Sound Noodle Policy

Complaints have been received from some of our manufacturers regarding the use of the term "contain eggs" packages of plain noodles. The U. S. Department of Agriculture has ruled that macaroni products containing less than 5.5% of egg solids shall have statement on the label concerning egg content. In the case of production made in the shape of noodles, they shall be labeled "Plain Noodles" or "Water Noodles." It is, therefore, violation of the law to label these products "Plain Noodles Containing Eggs." This is required on the theory that eggs, an essential ingredient of noodles, shall be contained in the product in sufficient quantity to impart some of their characteristics to the finished product before their presence shall be made known to the consumer. The quantity as determined by the department, is the minimum of 5.5% required in the standards. This is, in our opinion, a sound policy and should be scrupulously observed by all manufacturers.

Insistent Violators Beware

In connection with food law enforcement, the U. S. Department of Agriculture has just issued a statement concerning a dealer of scallops in New England. This dealer, trading under the name of Wallace M. Quinn of New Bedford, Mass., pleaded guilty to the watering of scallops shipped in interstate commerce. He had on numerous occasions paid fines for the same offense, and had defaulted several government seizures of watered scallops, leaving the government to dispose of them as best it could. When these facts were made known to Justice Lowell, before whose case was tried, he assessed a fine of \$1000, which was paid in cash by Mr. Quinn.

We may have a repetition of something of this sort with some of the manufacturers of macaroni products who continuously violate the law and the impression that, after all, only a small fine will be assessed against them.

. . . Serious Market Problem

Merchandising Authority Tells Conference of Accountants That Wasteful and Unscientific Methods Limit Scope of Selling Campaigns—Sees Need of Market Analysis

inefficiencies in methods of selling and marketing that seriously affect the national industrial situation were described at a September conference of the National Association of Cost Accountants in Baltimore by Norman E. Horton, director of the sales and merchandising division of The Sherman Corporation, New York. His subject was, "Market Analysis and Sales Analysis." At the attendance, by special invitation representatives of national associations of purchasing agents, credit men, controllers, salesmen and chartered accountants. They heard Mr. Horton specify factors that are retarding development and placing a stumbling block in the path of national business progress.

Mr. Horton declared that the enormous duplication and overlapping of efforts and lack of scientific sales planning had created a serious situation in the national marketing field. He stated that too often salesmen, anxious to build sales, did not have a sales organization that could produce sales.

Mr. Horton stated that a few companies, he stated, have made an infinite study of routing of salesmen, methods of sales approach, presentation, sales mechanics, etc. A salesman does not do a better job than planned by his company. The speaker emphasized waste in sales efforts, and made a plea for coordination of action by all departments in manufacturing and marketing with a view to building scientific programs of sales procedure. He discussed sales outlets, potential markets, factors of competition, consumer interest, and spoke of the importance of the human element in selling.

The speaker showed there are 3 major reasons in every market analysis—the product, the market, and the methods of selling. It is important to ascertain the product and the market together, assemble data and tabulate the fundamental details of every sales proposition.

It is difficult to conceive of a target without a bull's-eye," he said, "yet it is just such a false conception that many

companies are today shooting for sales. They are most keen to hit the sales bull's-eye, but frequently through unscientific methods are aiming only in the general direction of the target and expend their efforts to no well defined point."

A market study or analysis the speaker defined as the application of scientific principles and methods to all problems connected with the nature, extent and peculiarities of the market with a view to determining what to sell, where to sell it, whom to sell it to and how to sell it most efficiently. He said that comparatively little of this type of work has ever been done, adding that there has been more guesswork and purposeless effort spent in distribution and merchandising than in any other phase of business.

"During the past two decades," he said, "enormous strides have been made in production efficiency, in the elimination of waste, the invention of new machinery and the saving of time and labor, all of which has brought us to the place where we are manufacturing more goods than the sales machine can distribute. A survey made by my company through more than 200 of our engineers scattered across the United States, shows that the overproduction in some industries is as high as 67%."

"What are we going to do about this? How are we going to distribute and dispose of this excess production? Well, the logical thing to do is to survey our markets and determine accurately where to dispose of our goods, whom to sell them to, how to sell them, and then analyze our sales machine to determine whether it is the right machine and is operating along the best lines and whether it is capable of doing an efficient job."

"In the first place," he said, "markets are measurable. They are actual, definite, tangible things, and are to a considerable extent subject to certain economic laws which only our ignorance prevents us from appreciating and turning to our own uses. The trouble is that most of us today are in the same fog concerning the laws of distribution as we were 20 to 30 years ago concerning produc-

tion. At that time the science of manufacturing was scarcely known. Scientific purchasing, planning, scheduling and routing, together with detailed, accurate cost records, were as unknown as are many of the fundamentals of efficient marketing today.

"The first thing to do is to obtain all possible information about the industry or business to be studied. The next step is to assemble these data in a systematic way, to assist intelligent analysis and tabulation of fundamental facts, which frequently includes the preparation of graphs or charts for more easy comparison and visualization.

"The next procedure is to analyze the entire marketing operations of the business itself. What products are they making? How do they make them? What is the finished size, shape, color, package, etc.? Why are they produced in those sizes, shapes, colors, packages? What are the cost factors in their production? To whom are they sold? Where are these customers? What are the freight rates? What are the channels of distribution? How are customers approached? What was the sales volume in the past for different trade areas? What has been the price trend for several years? What is considered the logical sales area—that is, the area in which due to situation as compared with competitors, the density of potential users, etc., they are in a preferred position to get sales and in which should be concentrated the most intensive sales efforts?"

"A detailed analysis of a company's customers often brings to light very pertinent facts. As a case in point, we found for a recent client who sells in just 2 fields—to manufacturers for inclusion in their product and to jobbers for distribution to retailers—that in some territories his salesmen were getting the bulk of their volume from manufacturers, while in other similar territories the salesmen were obtaining the majority of their sales from jobbers. Arrangements were immediately made for these salesmen to canvass the other half of their poten-

tial market which they had been neglecting.

"Another subject which is giving sales research men considerable food for thought, is the enormous duplication and overlapping of sales effort. In these times of straining competition and ever new factors that develop business conflicts and complexities, the greatest need

of the business world is sound, basic facts upon which to build a solid, enduring structure of enterprise that will withstand the shocks of present day economic conflicts and pressure. Therefore, market surveys, scientifically conducted by experienced analysts, are one of the most profitable investments many companies could make."

LET'S ASK OURSELVES

When business is good a manufacturer naturally overlooks many things that appear to him as very serious matters in dull times. When confronted by periods of depression such as business is now experiencing he begins to look for little leaks that reduce profits and to make a general checkup of the whole production and distribution process to eliminate all lost motion.

Here is where a reputable and capable accountant can give invaluable service to his client, says "News and Views," the house organ of Wolf and Company, the National Macaroni Manufacturers association accounting advisers, in urging their agents to be alive to the opportunities which the present unsettled conditions offer. It is suggested that agents question very closely every activity of the clients to ascertain actual conditions, what problems are troubling them and why.

"Don't be afraid to ask questions." Only through judicious questioning can the true state of affairs become known and the proper remedies applied," it says.

Here are some of the questions that might be asked of any macaroni manufacturer who is a client of this well known auditing firm, so why not quiz yourself—it may open your eyes to some things that you have been overlooking or neglecting:

- 1—Is the office work so routed that no duplication of effort exists?
- 2—Are any records being made that have become of no value to the management?
- 3—Are there any records that would be of assistance and value to you that are not now being made?
- 4—Is your bookkeeping being done in long hand when a bookkeeping machine would speed up the work and do it more economically?
- 5—Are the invoices being typed in the office and the shipping records in the shipping department, when a manifold arrangement would simplify and lessen the work, reduce expense and eliminate errors?
- 6—Is the direct labor in the plant increasing or decreasing?
- 7—Is the ratio of indirect labor being

- properly maintained?
- 8—Are power and light expenses increasing in proportion to production? Would a volt meter placed "inside" the utility's meter show full delivery of the voltage purchased?
- 9—Is the fuel expense increasing, indicating a need for heating plant repair?
- 10—Are your insurance coverages adequate to actual needs and are the coverages proper for recovery in case of losses?
- 11—Are shipping containers running a bit too expensive and might a change therein result in just as good protection from loss and damage, at considerably less money?
- 12—Can any of your products be made less expensive to make by certain changes in sizes, methods of handling and means of distribution?
- 13—Are your machines in a good state of repair and are they being given the attention they require and deserve?
- 14—Are your machines laid out from primary operation to finishing operation in a straight line or are some backtracking operations necessary?
- 15—Should certain machines be replaced because of the physical condition?
- 16—Is proper lighting in effect for all operations?
- 17—Are your marketing methods in line with the changing marketing conditions?
- 18—Are your salesmen's salaries, commissions and traveling expenses remaining at a fairly constant ratio of sales, or are the salesmen becoming less productive and more expensive?
- 19—How do salesmen's calls and sales compare with last year and the year before?
- 20—Is the average sale greater or smaller than last year and the year before? Why?
- 21—Is your advertising appropriation within a safe ratio of expected volume and space purchased in proper publications?
- 22—Is the company properly financed; what about its credit policy to customers and safeguards against such losses?

Quiz yourself and you'll be surprised at the amount and value of information about your own business this questioning may bring about. Any saving effected in operating your plant and losses eliminated will be reflected in your profit and loss account at the end of the year.

Important Midyear Meeting

In answer to a call by President Frank L. Zerega, members of the National Macaroni Manufacturers association will gather in the Palmer House, Chicago, on Monday, January 19, 1931, for a conference.

The conference will open in the Club at 9:00 a. m. and will continue through to 6:00 p. m. and will include a noon group luncheon.

The important business problems for consideration are:

1. Final report of the Macaroni Cost and Accounting Committee and study of the uniform system proposed for the industry.
2. Completing plans for proper observance of Macaroni Week, March 2 to 7, 1931. Studying and approving proposals by the Board of Advertising Trustees, and consideration of ways and means of bringing about increased sales of macaroni production on a permanent basis.
3. Selection of time and place for the annual meeting of the Association next June.

The National association is sponsoring a well planned promotional campaign, involving several phases of activities aimed at elevating the standards of macaroni products in this country and bringing about a readier, steadier consumer acceptance of this food. It is urgent that members make every effort to attend the conference as there is much information that can be got through personal contacts only.

Schedule your business plans so as to be in Chicago on January 19, 1931, to attend this important and timely conference.

Hospitalized for Injured Knee

As the result of an automobile accident, A. Irving Grass, president of the I. J. Grass Noodle company, Chicago, is in the Washington Park hospital, 600 st. and Vernon av., undergoing treatment for a fractured knee cap. An X-ray shows quite a serious fracture in the knee cap that will confine the unfortunate popular noodle maker for 3 or 4 weeks. When told of the seriousness of the injury, Mr. Grass, an enthusiastic association booster, said, "Aw, that's nothing! Just so I get out in time to greet the boys at the midyear meeting January 19, 1931, everything's O. K. That's the spirit! All the boys will be looking for Irving that day."

An excuse explains that you are avoiding the truth.

No More Weak Macaroni!

Perfection of New "Press-testing" Method Now Enables Gold Medal Millers to Supply Semolina Producing Uniformly Strong Macaroni 365 Days in the Year!

Macaroni Color and Taste Also Within Control Now!

Recently Formed Gold Medal Macaroni Service Department Makes Available, for the First Time, Special Relief to Manufacturers Unable to Control Production Consistently Due to Local Climatic Conditions.

NOW comes a development that overcomes production difficulties and sales losses ordinarily incurred with weak macaroni! A development that results in the production of macaroni having uniform strength, color and taste 365 days in the year!

Through the perfection of a new testing method the Gold Medal Millers, world's largest Wheat buying and milling concern, are now able to offer you a semolina which is guaranteed to assure these results in your own factory the year 'round.

It is called "Gold Medal 'press-tested' Semolina" and it comes from the finest quality durum wheat. It is milled in a new mill producing practically double the number of specks found in ordinary mills and is free from specks!

What "Press-tested" Means

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

GOLD MEDAL
"Press-tested"
SEMOLINA



Thus, there is no chance of Gold Medal "Press-tested" Semolina ever varying in results. You always get macaroni having absolute uniformity in color, strength, taste and freedom of specks every day in the year. Production is simplified greatly. No money lost having to sell otherwise first grade macaroni at second grade prices.

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

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

Manufacturers' Stake in Regular Employment

By E. W. McCULLOUGH
Manager, Department of Manufactures, Chamber of Commerce of the United States

Regularization of employment is proving more and more its value as an important factor in the manufacturer's program of the more complete stabilization of his business, both as to production and distribution. Manufacturers have found their efforts to provide continuous employment for their workers to be profitable business investments.

No employer can guarantee continuous work to his employes unless his business has been so organized as to permit the most efficient and economical operation.

The employment stabilization policies of manufacturing corporations have not been designed primarily to take up the slack in unemployment during a time of depression. They are designed to reduce the uneconomic and demoralizing effects of insecurity of employment. The tangible results of such programs include elimination of waste due to excessive labor turnover, reduction in overhead costs caused by idle equipment, conservation of consumer outlets, and maintenance of an efficient stable force of employes.

There is nothing new, untried or impracticable in the basic idea of employment stabilization. At least 15 years ago a number of manufacturers discovered the feasibility of planning their operations and scheduling their production according to a predetermined forecast of future growth. Some of these companies went through the business depression of 1921 with almost normal profits and without any marked reduction in their working force.

Success in stabilizing employment has not been confined to manufacturers producing standardized products with a fairly constant demand from year to year. A company manufacturing valves and fittings which produces more than 23,000 separate items has so budgeted its production that its total number of employes has not fluctuated more than 7% annually in the past 4 years.

Through a systematic program of market analysis and sales forecasts this company is able to estimate its total sales a year in advance with at least

95% accuracy. Although its inventories fluctuate greatly during the course of the year, the volume of production for each quarter is approximately constant. Prior to the adoption of this company's stabilization plans variations from the peak to the low point of employment approximated each year 67%.

Cooperation with dealers in apportioning deliveries in accordance with their sales demand has been partially responsible for the ability of a large soap manufacturer to guarantee at least 48 weeks of continuous employment each year to his regular working force. It is not generally understood, however, that this particular company manufactures also more than 200 separate articles including a number of perishable food products of seasonal demand.

A beginning toward employment stabilization has been made by companies representing many of the important lines of industry. Companies which have made outstanding accomplishments include manufacturers of the following: automobiles, men's clothing, silk, paper, electrical apparatus, paint, agricultural implements, food products, shoes, hats, leather, office devices, heating equipment, rubber tires, pottery, furniture, steel, material handling equipment, textile machinery, pumps, chemicals, tobacco products and soap.

Uncertainty or fear concerning the security of their jobs often prevents industrial workers from attaining normal efficiency. Manufacturers who have relieved this source of worry report not only increased productivity as a result, but other intangible benefits, such as improved morale, the value of which cannot even be estimated.

More than 50 business, economic and social research organizations are giving concentrated attention to the problem of employment stabilization. Through literature, conferences and individual contacts they are endeavoring to relay to employers generally, information concerning the experiences of other employers who have found the adoption of employment stabilization

policies not only possible but profitable.

Employment stabilization in the sense suggested as a quick panacea for our present problem of employment. Rather it involves a study of a plant's labor relations in its phases, economic and others, until sound judgment dictates its inclusion in the definite plans of management.

Since the development of our pamphlet *Balancing Production and Employment Through Management Control*, we have gathered other valuable data which we are glad to make available on request.

Business Not So Bad

"Conditions in the food industry indicated by our recent survey," said J. Frank Grimes of Chicago, president and founder of the Independent Grocers Alliance of America, "indicate the present depression is not as severe as many are led to believe."

"From our close study of the small individual business units it is evident that one of the most disturbing factors in the present depression has been the numerous obstacles placed in the path of small business. There has been a steady hammering down of income and profits among many of the smaller organized retail merchants and a greater proportion of the national income has been falling more and more into fewer and fewer hands."

"Sooner or later big business interests must realize that unless the small business interests are protected unless the income of the people at large is built up to a higher level, the buying power of the country will decrease and act as a boomerang to so-called big business."

"Our survey shows further that many of the I. G. A. wholesalers and retailers have increased their purchases during the past year and in many cases have put an increased wage scale in effect."

If you cannot take a man's word, it is better to take another man's.

September 15, 1930

THE MACARONI JOURNAL

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Macaroni--A Highly Nutritious Product A Concentrated, Easily Digested Food That Blends Perfectly

By DANIEL R. HODGDON, Sc.D., LL.D.,
Contributing Editor of American Institute of Food Products

Macaroni is a food which is finding favor as years go by. Its introduction into American homes as a part of the American diet is certainly to be commended and from a dietetical standpoint very commendable. It is a food which is highly nutritious without the deleterious effects which frequently follow the eating of many other kinds of food. Macaroni seems to have been invented by the Chinese and introduced into Europe by the Germans. Some people think macaroni was invented by the Italians. It was the Italians, however, who appreciated the nourishing qualities of macaroni in the early years of civilization. They probably learned to make macaroni from the Asiatics. The real history of the beginning of the use of macaroni is probably unknown, since it originated in the dim years before historical reference.

Macaroni was introduced into France prior to Louis XIII. The Japanese claim credit of having been the first people to make macaroni and that they made it hundreds of years prior to its manufacture in any part of the world. The Chinese macaroni, however, was made in rice.

Macaroni is nutritious from many points. An ounce of macaroni contains about the same amount in grams as an ounce of potatoes and twice as much phosphorus. It has one and a half times as much calcium, about 6 times as much sulphur as potatoes, and many other elements which are necessary and important in the functioning, growth and development of the human system.

In a recent test among various children in various schools it was found that among those of Italian parentage who consumed large quantities of macaroni were fewer underweight and un-nourished children in the grades than among the children who came from areas where this product was not the article of diet.

Macaroni of the highest quality is made from wheat, which is rich in protein. It furnishes far more energy than potatoes. One ounce of macaroni gives the human system 1.5 calories, while an ounce of potato will furnish 26.8 calories. Macaroni is 6 times richer in protein ounce for ounce than potatoes. It contains nearly 8 times as much fat

and 4 times as much carbohydrate. It is easy to digest and contains little or no substances that are injurious to the blood vessels, the liver or kidneys.

Being practically free from toxic by-products, which must be eliminated, it is a food which is favored among those who may be suffering from certain diseases. There seems to be no reason why macaroni should not be used by those suffering from lumbago, gout, arteriosclerosis, rheumatism and like disorders.

There is no apparent tendency to putrefaction in the intestinal tract. It tends to increase the alkalinity of the blood and for that reason is a very beneficial and useful food at all times of the year. Its value is quite apparent during the winter months when the alkalinity of the blood should be very high, to ward off frequent colds, pneumonia, grippe and influenza. Although this would not prevent these diseases from developing, a food of this character helps to keep the blood in condition to fight the development of the disease germs.

The use of macaroni should be encouraged and its mixture with cheese and tomatoes should become a more frequent diet upon the table of the American household. It furnishes vitamins when mixed in this manner which are valuable to the growth and development of the human system.

A good quality of macaroni has many virtues as a food for the promotion of health, growth and well being in any family.

Education Will Cure Evil

All business is suffering from almost identical ills if the conclusions of nearly a half thousand trade association secretaries are to be taken at their face value. These same executives have no "cure all" for business ills but prescribe a liberal dose of education taken internally and applied externally as the only sure fire, permanent relief. Here's the diagnosis submitted by one of the executives of this group of students of business conditions:

You probably never heard of the organization known as the American Trade Association Executives. It has a membership of 400 association secretaries. It represents nearly 400 indus-

tries, is 10 years old. It has a 3 day meeting once a year—addresses, discussions, and conferences—morning, afternoon and night, and a meeting in May in connection with the Chamber of Commerce. Your secretary is a member of this organization. He attended the annual meeting held a few weeks ago.

We find that other associations are like ours more or less. They are working to increase consumption of their products, to find wider uses, to overcome prejudices, to educate consumers as to the value of their products. Then we find industries with "profitless prosperity." Overproduction, price cutting, unethical practices, the gentle art of damning the other fellow—no one industry has exclusive rights to any of these.

For 3 days we discussed trade association activities and policies. Would you like to hear what was the prevailing opinion as to the best remedy for industries' evils?

It was not agreements among competitors as to selling prices, nor agreements to limit production. It was not trade practice conferences (they are getting a little out of style). No, the answer is simpler.

Association executives believe that the process of education is the best medicine an industry can take to put it and keep it in a healthy condition. Every individual in an industry must see that he is a responsible and important part of his industry, that what he does should be viewed as to whether or not it is good for the industry. If it is not good for the industry, he may well expect that sooner or later it will work out to his own sorrow. It's a buyer's market; the buyer is hard. Selling is soft—pliable. If you push in at one point it bulges out at another. What any one seller does affects the market as a whole.

We don't any longer say "the public be damned." We can not now safely say "my competitor be damned." Of course, a competitor is a competitor, and always must be. We will beat him if we can but we'll fight him fair and square. We'll make it a sporting proposition. Everything consistent with good business practice we'll use on him. And we won't call him names while we are doing it.

In order to have a prosperous industry, we must become association minded. Is there any better way of becoming association minded than to join your association?

Secrets of Successful Trade Marking

Discount the Coming of Legislative Food Standards

By WALDON FAWCETT

The time to realize that a trade mark is destined for a "long pull" is when creating or selecting the mark. It may happen, of course, that a macaroni brand name will have a comparatively short life. If the nickname capitalizes a passing food fad or designates a transient novelty, the "handle" may go into the discard after a few seasons. But the only safe plan—the only wise way—is to assume that a trade mark is chosen for time and eternity and will be kept on the job unaltered through a stretch of years in order to capitalize or cash in on the good will that attaches itself to the trade mark, as a mounting pyramid as time goes on.

Supposing then, that a macaroni manufacturer is marrying his trade mark with no thought of the possibility of divorce, it behooves him to try to make his brand time-proof and immune to changes in merchandising fashions. He must needs ask himself whether the name he has picked or the picture he has chosen will mean the same thing to the public the day after tomorrow that it does today? Will the entrenched trade mark preserve its proud traditions amidst the shifts and switches of food habits? Finally, will the macaroni name (supposing it is hintful and suggestive) be in as good form next year or next decade as it is this month?

All of which is, by way of preface to discussion of an incidental but usually overlooked responsibility in outguessing the future. We have mentioned the necessity of seeking trade mark names that have the gift of eternal youth so that the sentimental appeal to consumers will continue undimmed. Alongside this need is the twin that is unrecognized by most macaroni men, viz, the necessity or wisdom of tying one's faith only to the trade mark which can be shown by careful consideration to have every likelihood of conforming to future food laws and regulations as well as to the food rules in force at the present time. Macaroni and all related products are under the jurisdiction of the Federal Food and

Drugs act and the sympathetic acts in force in the several states of the Union. There is a connection or relationship between this fact and individual trade mark policy that is often overlooked.

If Uncle Sam's scheme of food control and supervision were static it would not much matter about the future provided the macaroni mark did not affront the current pure food ritual. But as our readers know only too well, the Federal food act is being amplified and amended from year to year. Its scope and requirements are constantly being enlarged. For example, note the amendment recently passed by the U. S. House of Representatives to outlaw deceptive packages and slack filled containers. It is a far cry to say that every amendment of this kind must affect branding policies. All the same, there may be circumstances under which a macaroni name might appear descriptive or deceptive because of new fangled ethics in food labeling.

No macaroni marketer, unless he has the gift of second sight, may hope to foresee in detail just what changes will be worked in Federal censorship by additions to the food act. But, he can get a pretty accurate bead on what is coming by carefully noting trends in legislative and administrative policy. If a keen eyed macaroni tradesman will thus note in which way the wind is blowing at Washington, he cannot fail to be impressed with the drift to "legislative" standards for food products of one kind or another. Even though macaroni and allied lines be one of the last, if ever, to be brought within this governmental cult, the revolution in policy is one to be watched, particularly as respects its possible effects upon the branding and labeling of food specialties.

Allowing that macaroni marketers may not be immediately and directly affected, let us have a look at what is quietly happening, making indeed no such sensation as it deserves. For purposes of enforcement of the food act, and particularly the prohibition of

"misbranding," it is necessary to "standards" or measuring sticks which may be authoritatively and confidently employed to determine whether a given product is or is not conforming to the requirements of the act and regulations which the Department of Agriculture has set up to carry the provisions of this act. If a specialty is "seized" by government inspectors as being improperly labeled and the case goes into Court, necessary, under present routine, prove to the satisfaction of the Federal Judges that the "standard" of which the culprit falls short is a "just reasonable" standard.

Up to this time practically "standards" employed in enforcement of the Food and Drugs act have been what are known as "administrative standards." That is to say standards set up by the experts at the Department of Agriculture after proper investigation backed by laboratory tests. These administrative standards are elastic; can be revised at will in accordance with new discoveries. But, as in any case where hard fast rules are lacking and much is left to judicial judgment, it may sometimes happen that the demands of different sections of the country.

Not only government officials but many food specialty producers believe that a better, more uniform enforcement of pure food ideals will be possible with the substitution for the administrative standards or what known as "legislative" or statutory standards. This last mentioned type of standards is one that instead of being the mandate of administrative officials is set up by Congress. In contrast to the administrative standard the legislative standard is fixed and rigid. It sets forth in explicit terms the formal proportions of ingredients which must obtain in the case of a given class of product in order to entitle that product to the highest rating.

The idea of the rigid legislative standard was first introduced, a

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Consolidated Macaroni Machine Corporation

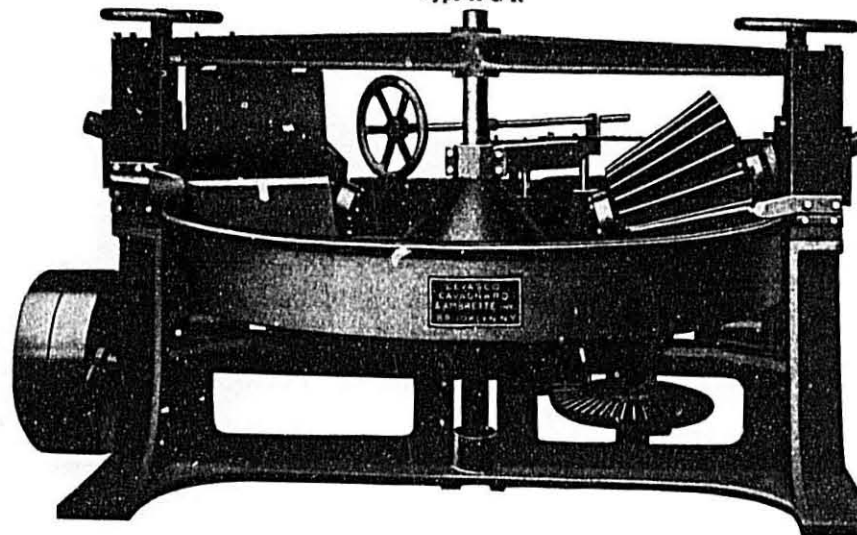
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

BROOKLYN, N. Y., U.S.A.

159-171 Seventh Street

Address all communications to 156 Sixth Street

years ago, in the case of butter. Then Congress, a few months ago, enacted the Canners Substandard bill which in effect draws the line between different grades of canned foods. On the calendar at the Capitol as this is written, is the best example to date of the new institution, viz, the Preservers bill which would require the placarding with the word "Imitation" of all jellies, jams, preserves, apple butters and similar products, if and when these "spreads" do not contain a set quota of genuine fruit.

It does not require much imagination to realize that this plot to set up statutory standards having been once entered upon, may be carried, eventually, to all sections of the food field and thus may reach the macaroni-spaghetti sector. Nor, at that, should members of the trade find anything disquieting or alarming in a system of official certification of quality which is designed to reward integrity in manufacture and cultivate consumer confidence in the quality of high grade products. In so far as plant operation is concerned there is probably no reason for macaroni men to look so far ahead as to anticipate statutory standards. But with branding and labeling it may be different.

A little study of the workings of the system of rigid standards will doubtless soon be possible in the nearby fields of preserves and canned foods. That will demonstrate to watchful macaroni men just what to expect if the new-style regulatory setup ever comes to their industry. Meanwhile, it may be just as well to consider eventualities in their bearing upon the selection of trade mark names and the physical aspects of label display. If there is a chance that stricter, sterner, legislative standards are to come, no macaroni marketer will wish to risk being caught with a trade mark or label inscription that would require changes when the public had become familiar with the old "dress" as a clue in identification.

A Food of Many Uses

Macaroni products are a food that may be served appetizingly in many more ways than ordinarily thought of. In addition they are healthful and economical and easily take any of the many flavors of the foods with which they readily combine.

"In cook books we find macaroni, spa-

ghetti and egg noodles classed with the cereals because they are made from wheat, but we seldom serve them as such," says R. S. Carmin of the Sipes-Piggly Wiggly Stores. "Instead we know these foods best as vegetables or as meat substitutes, especially when combined with cheese.

"Yet they also may be used in salads, in desserts, and as a thickener for soups. Truly useful products for those of us who have the problems of meal plan-

ning to cope with, and particularly young housekeepers who want to know about dishes that are simple to prepare but exceptionally good to eat. Be rather neutral in flavor themselves, flour pastes admit of a great variety of combinations with other foods or flavors.

"Cheese, meat, fish, most green vegetables, eggs and milk frequently are used with macaroni, spaghetti or noodles to make hearty, satisfying and usually economical meals."

SAFETY FIRST DEPARTMENT

Motor Vehicle Fatalities Increase

Motor vehicle fatalities in the United States for the first 9 months of this year were 2% above the same period in 1929, which was by far the worst year since the automobile became a factor in our national accident record, according to the National Safety Council.

The report is based on figures representing areas containing about 50% of the nation's population.

While the rate of increase this year does not compare with that of a year ago it is discouraging in view of the fact that 1929 ended with an unprecedented rise of 13% to a total of more than 31,000 deaths. It is impossible to estimate what the final total for this year will be, but it is believed the increase will not reach the proportions of a year ago.

Fatalities for the first 6 months of the year were considerably above the same periods of 1929 but better records in more recent months have brought down the ratio.

Out of 9 entire states reporting, 8 had fewer deaths in September than in August. In 8 states where September records were available for both years 7 had fewer fatalities this year than a year ago. In cities, school days brought the usual increase in September child accidents. Pedestrian deaths constituted 54% of the total in September as compared with but 51% in August. Exactly 100 more children were involved in street accidents in September than in August.

There were approximately two thirds as many home fatalities as motor vehicle deaths in the 35 cities which reported both. Falls continue to lead as the cause of these domestic tragedies.

Cooperate whenever you get the op-

portunity. Some day you may need help of an associate.

Keep Windows Open

There are both health and accident hazards involved when cold days and cold nights tempt you to keep windows tightly closed, according to Dr. C. Sappington, director of the industrial health division of the National Safety Council.

Poor ventilation and overheated rooms are as much a cause of cold drafts, he says. Too much heat in a room produces a congestion of membrane lining of the nose which allows the ever present bacteria to work.

Warm rooms, too, decrease efficiency, according to a study by New York state commission on ventilation. At a temperature of 75 degrees 15% more work is done than at a temperature of 86 degrees. And 13% is gained in efficiency when temperature is reduced to 68 degrees.

Temperature, humidity and air change should all be considered in keeping healthy through the winter. Temperature should be about 68 degrees, relative humidity should be 40 to 60, and a complete change of air should be had in a room about every 2 hours.

Statistics over a period of years prove that about 40% of all deaths from asphyxiation and suffocation occur during the 3 winter months. One of the chief reasons, of course, is when windows are closed to keep the cold air they also imprison poisonous gases which may escape from stoves and heaters.

Exercise your body enough and intellect more than enough.



"To The Macaroni Industry"

"ONLY as the favoring winds would blow could the sailing ships make port. And so, on the 'ocean of business' we could not continue to grow and prosper without your favor, good-will and confidence. Permit us at this happy season to express our appreciation of your relations with us and to assure you that we will do our utmost to continue to serve you faithfully and well. And may the 'favoring breezes' of Good Fortune attend all your ventures in the coming year."

MARIO TANZI & BROS., INC.

OF BOSTON AND NEW YORK

348 Commercial Street

Boston, Mass.

The INFANTRY of ADVERTISING

The Important Role It Pays in Modern Business

By C. H. RIDER

"When knights were bold—", and for a good many years thereafter, there were but 3 careers open to a gentleman: the State, the Church or the Army. In the public mind the last mentioned offered at once the highest honor and the greatest glamor.

Today, battles are fought with robots, soldiering has lost most of its glamor, business has become respectable. Adventurous souls, who in the olden days would have taken up lance and shield, now give vent to the spirit of conquest in the never ending thrill



Henry Mueller

producing strife of industry. The bold knights of today who engage in business conflict and seek to become captains of industry often introduce into their activities the inherited military training and tactics which distinguished their forbears. Military strategy is now industrialized.

Typical of this new order is Henry Mueller, commanding general of an advertising and merchandising army known as "The C. F. Mueller Company," largest producer of trademarked macaroni products in the world. The methods which enabled this company to achieve its dominating position in the industrial world are military tactics, pure and simple—and they have proved unusually successful.

Founded in Jersey City over 50 years ago as a small but progressive and militant concern, the advance of the C. F. Mueller company has been as orderly, gradual, and inevitable as the march of a well generated and victorious army, invading new territory

In the battle now being waged, individually and cooperatively the macaroni manufacturers are employing every form of legitimate warfare to gain their objective—greater appreciation and heavier consumption of macaroni products by the American public.

Recently we published an article emphasizing newspaper publicity; last month radio broadcasting was discussed. Here is one that illustrates the worth of car card publicity, citing the experience of a very successful firm.

Which branch of our business army shall we use to obtain for ourselves our share of the spoils—increased sales? Every branch is equally effective, but will produce no good results unless brought to the front of battle, determinedly supported by all the other branches coordinating smoothly.
—Editor.

only when occupation is reasonably certain and defense assured.

"Conquer and hold"—is the battle cry of the C. F. Mueller company. In the words of Henry Mueller: "Invasion of new territory calls into action every branch of our advertising and merchandising army. Our intelligence department furnishes us with all necessary and vital information. Our siege guns announce our intentions. Our



This black and white reproduction of one of the attractive cards used by the C. F. Mueller company hardly does credit to the original in its glorious colors of red, blue, gold and various shades thereof. However it does show the arrangement of the package, the prepared food and the fine suggestion for its more frequent serving.

heavy artillery lays down an advertising barrage and supports our advertising infantry attack.

"Our post commanders consolidate our position. Our defense is perfected. Our advertising army of occupation is

organized, and we are ready to march on to other conquests."

Car cards have formed the infantry of the Mueller advertising army more than 17 years. They have proved their mettle as the most courageous, enduring, wide awake and dependable of all advertising soldiers.

They are mobilized and thrown into each campaign for new territory. They play an important part in acquiring new objectives and are then left behind as the army of occupation for continuous service, education, and defense work.

During the 17 years that car cards have successfully held Mueller products against all comers, they have kept the company name everlastingly before the consuming public. They have encouraged the jobber and retailer. They have injected the spirit of the Mueller products into millions of homes. They have developed a loyalty for Mueller products difficult if not impossible to dissipate.

Mueller cards, as Mueller soldiers are the forceful, tireless, alert, obedient and faithful workers of a general who recognizes their intrinsic value, and employs their unflagging and economical services to the utmost advantage.

It is as a result of this leadership and of the activities of this advertising

army that you can today buy Mueller's macaroni products in practically any city and state north of the Mason Dixon line, from the Great Lakes to the Atlantic ocean.

Mr. Mueller's present opinion of

December 15, 1930

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CHRISTMAS that happy time
Looking forward for the bells to chime,
Every heart making its wishes,
Remember those Clermont cherishes;
May prosperity be with you
Operate the New Year thru,
New Year's which is drawing near
To bring you love, happiness, and cheer.

Clermont Machine Company, Inc.
 268-70 Wallabout Street
 Brooklyn

card advertising was recently expressed in the following terms:

"We were pleased with this medium from the very beginning, because it placed our distinctively colored package faithfully and continuously before the people and allowed us to exploit advantageously the appetite appeal. Our sales have always increased and we feel that card advertising is an essential part of our advertising policy, which is verified by the fact that we use this medium in every territory in which we have sales representation and distribution."

Limiting Time for Spoiled Returns

How long after delivery of macaroni products to wholesaler, jobber or retailer is a manufacturer responsible for the condition of his goods? Long have producers been puzzled with this problem and still it remains unsolved insofar as a uniform policy is concerned.

An eastern firm is about ready to take the lead in a way that appears most fair and reasonable. P. R. Winebrener, general manager of A. C. Krumm and Sons Macaroni Co., Philadelphia, Pa. is contemplating placing a time limit of 6 months on the return of spoiled goods thus placing some of the responsibility for their proper care on the shoulders of the distributors. This firm will inaugurate a system of control and supervision over its goods by furnishing buyers with instructions on how best to treat macaroni products in storage and on shelves. It will acquaint its customers with the new policy on the ground that the sale of products that are in good condition up to within 6 months of their purchase is a closed transaction so far as the manufacturer is concerned. The responsibility for the care of these products after 6 months is strictly up to the owner.

Mr. Winebrener is anxious to have the views of older and more experienced men in the trade. The National association is also desirous of hearing from the trade in order that some uniform policy be adopted to govern the control of returned spoiled goods, particularly such "spoils" as become unfit for use through no fault of the manufacturer.

**« MACARONI »
Healthful, Sustaining and Economical Food**

Wonderful Food Qualities of Macaroni Combinations

Macaroni is a splendid base for other foods. Food authorities agree that it contains in goodly quantities practically all of the food essentials for body building. It blends tastily with nearly all well known foods, among which may be named butter, milk, cheese, eggs, meat and tomatoes.

Below are shown two tables taken from graphs prepared by the U. S. Department of Agriculture. In Table No. 1 is shown the comparative value of 7 common foods in relation to 5 of the food elements essential to man's bodily needs.

Food (1 lb.)	Calories	Protein Grams	Calcium Grams	Phosphorus Grams	Iron Milligrams
Macaroni	1,625	61	0.10	0.65	58
Butter	3,365	5	0.07	0.08	0.01
Milk	315	15	0.54	0.42	0.09
Cheese	1,995	131	3.84	2.76	59
Eggs	595	54	0.27	0.73	122
Beef	1,005	67	0.04	0.67	121
Tomatoes	105	5	0.06	0.11	12

Table No. 2 shows the percentages of the total of man's daily needs of 5 leading food essentials supplied by the same seven foods

Food (1 lb.)	Calories Per cent	Protein Per cent	Calcium Per cent	Phosphorus Per cent	Iron Per cent
Macaroni	46	61	15	49	1
Butter	96	5	10	10	0
Milk	9	15	80	32	0
Cheese	57	131	565	209	0
Eggs	17	54	40	55	0
Beef	29	67	4	51	0
Tomatoes	3	5	9	8	0

Macaroni products blend naturally with the other 6 foods listed here. The above figures reveal the exceptionally high food value of Macaroni when served with any of these foods in the hundreds of combinations that ingenious housekeepers can easily devise.

Government Food Value Chart on Macaroni and Potatoes

The U. S. Department of Agriculture Bulletin No. 1383 shows graphically the food value of MACARONI PRODUCTS as compared with POTATOES

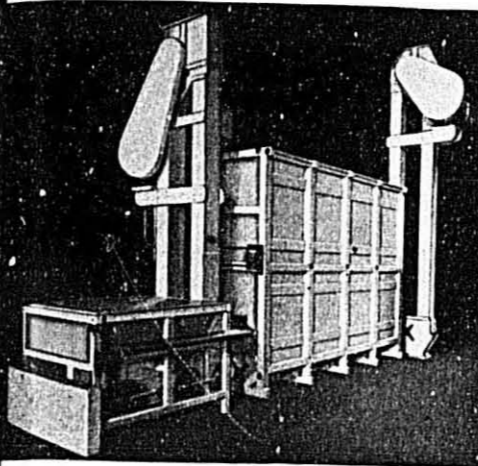
POTATOES		Food Elements	MACARONI	
Calories 305	9%	Energy 46%	Calories 1665	
Waste 15%	8%	Protein 61%	No Waste	
in Peeling 15%	7%	Calcium 16%		
	30%	Phosphorus 49%		
		Iron 33%		

When One Considers—

- 1—That it takes from 35 to 40 minutes to peel and cook POTATOES,
- 2—That in each basket there are some bad or partly spoiled POTATOES,
- 3—That POTATOES contain 62% of water that is lost in cooking,
- 4—That approximately 15% in weight of POTATOES is lost in peeling,
- 5—That MACARONI PRODUCTS cook in much less time with absolutely no WASTE,
- 6—That MACARONI PRODUCTS can be served just as deliciously as POTATOES,

Housewives will readily realize the advantage of **SERVING MACARONI PRODUCTS AS A CHANGE FROM POTATOES.**

For many years.... a great number of



macaroni manufacturers have been using **Champion flour outfits--reversible brakes and macaroni mixers**
A FEW CHAMPION USERS ARE LISTED BELOW

- Superior Macaroni Co., Los Angeles, Calif.
- Fortune Zerega Co., Chicago, Ill.
- Sun Gold Noodle Co., St. Louis, Mo.
- Ronzoni Macaroni Co., Inc., Long Island City, N. Y.
- Roman Macaroni Co., Long Island City, N. Y.
- Golden Macaroni & Paste Co., San Francisco, Calif.
- Joliet Macaroni Co., Joliet, Ill.
- Connellsville Macaroni Co., Connellsville, Pa.
- F. L. Klein Noodle Co., Chicago, Ill.
- Kansas City Macaroni & Imp. Co., Kansas City, Mo.
- Magnolia Macaroni Mfg. Co., Houston, Texas
- Peter D. Rossi & Sons, Braidwood, Ill.
- International Macaroni Mfg. Co., Houston, Texas
- Milwaukee Macaroni Co., Milwaukee, Wis.
- The John B. Canepa Co., Chicago, Ill.
- Fesser Macaroni Co., Harrisburg, Pa.
- Mother Pure Egg Noodle Co., Mishawaka, Ind.
- Kentucky Macaroni Co., Inc., Louisville, Ky.
- Westchester Macaroni Co., Mt. Vernon, N. Y.
- Antonio Palazzolo & Co., Cincinnati, Ohio
- The Zerega Co., Brooklyn, N. Y.
- G. D'Amico Macaroni Co., Steger, Ill.
- Andrea Russo & Co., Chicago, Ill.
- S. Viviano Macaroni Mfg. Co., Carnegie, Pa.
- Traficanti Brothers, Chicago, Ill.
- National Macaroni Co., Dallas, Texas
- Western Macaroni Mfg. Co., Salt Lake City, Utah
- Minnesota Macaroni Co., St. Paul, Minn.
- Italo French Produce Co., Pittsburgh, Pa.
- I. J. Grass Noodle Co., Chicago, Ill.

If you are considering any new plans or new equipment for 1931, we would like to offer you our services. Simply write us, there will be no obligation.

CHAMPION MACHINERY CO.
JOLIET ILLINOIS U. S. A.



GLEANINGS FROM "ACTIVITIES"

"Activities" is a little semimonthly, mimeographed messenger that serves as the "Agency to Subscriber Go-Between." Much of its contents is for subscribers only, but it also contains much of general interest. Here are a few extracts from the ten pages composing the Dec. 1, 1930 issue:

Five More Firms Answer Roll Call

Since the publication of the last roll call of Macaroni Manufacturers and Allied Tradesmen who have subscribed to the promotion program of the Macaroni Industry, the following firms have joined and made their first payment to the Macaroni Advertising Fund:

Atlantic Macaroni Co. Inc., Long Island City, N. Y.

Golden Age Corporation, Libertyville, Illinois.

Vito Costa & Sons, Chicago, Illinois.

Chicago Carton Co., Chicago, Illinois.

H. H. King Flour Mills Co., Minneapolis, Minn.

The lists are still open. Never too late to associate yourself with this progressive, industry building program. Do this duty, now!

Advertising Results Follow Population Lines

85,000 requests for Jean Rich Cook Book were received up to Dec. 1, 1930. Each received a nice letter of appreciation from the National association along with copy of the recipe book.

An analysis of 58,441 of the 85,000 requests shows that returns from advertising follow fairly well the population spread. New York led with 6963. Then comes Pennsylvania with 4556, Illinois 4310, California 4220, Ohio 3876. From Delaware came the fewest, only 74. Canadian requests total 1359 and from outside the United States and Canada were received 172 demands.

Brisbane's Advertising Yardstick

Measure your advertising results by the Arthur Brisbane yardstick which is, "A good advertisement must do 5 things and do all well.

If it fails in one it fails in all.

It must make people SEE it, READ it, UNDERSTAND it, BELIEVE it, WANT it."

Publicity Work Now Clicking

The publicity material being broadcast to newspapers and magazines is now

beginning to "click," get into print. This is a phase of the Association 4-year program that will run along quietly and with the notice that will naturally be given some of the other activities, namely—Cost Work, National Advertising, Plant Cleanup, Educational Bureau Work, etc. But the publicity will, nevertheless, go on right along helping to build a bigger and better sales opportunity for each subscribing member.

Field Secretary's Itinerary

Continuing his "Whoop-Em-Up" for Macaroni Week, March 2-7, Field Secretary H. M. Rank is scheduled to make calls on Subscribing Members, Wholesalers, Jobbers, Managers, Chain Stores, Officers of Retail organizations and all similar interests during January 1931 as follows:

January	
5 Pittsburgh	15 Nashville
6 Philadelphia	16 Louisville
7 Baltimore	17 Indianapolis
8 Washington	19-20 Chicago
9 Richmond	21 Memphis
12 Norfolk	22 Jackson
13 Atlanta	23 New Orleans
14 Birmingham	24 Dallas
	26 Fort Worth
	29-31 Los Angeles

MACARONI IS WORTH ADVERTISING

The macaroni and noodle manufacturers supporting the first consistent, nation wide cooperative macaroni advertising campaign will read with great interest the views of former President Calvin Coolidge on the need and value of the right kind of publicity. In a newspaper release copyrighted by the McClure Newspaper Syndicate, he preached a business sermonette that is both timely and applicable. With full credit to the author and the syndicate, we reproduce his message in part:

Calvin Coolidge Says:

Northampton, Mass., Dec. 7.—When I was a boy in the hills of Vermont, twelve miles from the railroad, the only merchandise I saw was in the country store. But my horizon was widened by certain publications containing pictures and descriptions of things that appealed to youth. I read and bought. The man who supplied them became rich and died a great philanthropist. He advertised.

It is essential in the first instance to make good merchandise. But that is not enough. It is just as essential to create a desire for it. That is advertising.

The person or association of persons who can produce that combination of excellence and demand is performing a real public service. They enlarge the mental horizon and provide new forms of utility and beauty. The material benefits pass over into spiritual benefits. Culture and charity are the by-products.

The only way for the people to become acquainted with what they want is through judicious advertising. Goods not worth advertising are not worth selling.

CALVIN COOLIDGE.

(Copyright, McClure Newspaper Syndicate.)

The comments of Arthur Brisbane,

well known columnist, gives a new idea of the interest that Mr. Coolidge's article has aroused. He said:

"In yesterday's papers was published an excellent short sermon on advertising by Calvin Coolidge. 'Having merchandise is not good enough,' said Mr. Coolidge. 'It is just as essential to create a desire for it. THAT IS ADVERTISING.'

"The article concludes: 'Goods worth advertising are not worth selling.' Wise words from a wise man. Somebody else put it even more bluntly: 'If your business isn't worth advertising, advertise it for sale.'"

The moral for macaroni manufacturers is—Make the best product possible and then tell the world about it.

Commercial Failures High

A sharp rise is reported in number of commercial failures this fall, according to the compilation of the business reviews and studies of failures and their causes. An increase in business failures is usually to be expected during this season, but the number this year is far above the level of previous years. The records show a distinct drop in number of failures occurring in smaller businesses, those employing between \$25 and \$5000 in capital; greatest change is noted among firms with upward of \$20,000 in capital.

The middle Atlantic states and southern section of the country suffered greatest, though practically same percentage of failures is reported from all sections.

We wish you a
Merry Christmas
and a
Happy New Year

WITH an understanding born of true friendship, business dealings tend to become warm and cordial. So at this time we want to tell you that we appreciate your friendship as well as all the business with which you have favored us. We wish to extend to you, and to those near and dear to you, our sincere good wishes. May this Christmas be your Merriest and the year 1931 your Most Prosperous.



» » Little Stories of Timely Interest « «

DEMOCRATS CONTROL CONGRESS

Both Houses of Congress, no matter how they are organized, will be in actual control of the democrats after March 4, 1931. The new Congress will not meet until December 1931, unless a special session is called.

The organization of the Senate by the republicans simply means that the progressives will vote as republicans for the purpose of securing the committee chairmanships and the majority number of places for republicans on the committees, and for the distribution of the political patronage among the favorites of the Senators. The story of republican control ends then and there; because history for a dozen years proves there are always enough progressives willing to vote with the democrats to put the administration and the President "in a hole." In consequence democratic policies will prevail.

The House is so close that the deaths and vacancies that occur in so large a membership may result in either the republicans or democrats getting the organization, with the same result as in the Senate—chairmanships, majorities on committees and political patronage. For example, there are 22 vacancies in the present Congress.

The well known animosity of the progressives toward the administration and the White House means that the democrats will control legislation.

Nominal control of either the Senate or the House by the republicans doesn't mean a thing so far as legislation goes.

The democrats have it. What they will do with their power is a matter for future history to record.

AMERICAN COOKS

The American school of cooking is equal to any in the world in the opinion of Joseph Wilshire, president of Standard Brands, Incorporated, who has been identified with the food industry for more than 30 years.

"The French are proud of their ability to cook," said Mr. Wilshire, "but what does an American do 3 days after he arrives in Paris? He proceeds to hunt out a restaurant where he can get some American food.

"The Germans think German cooking is unexcelled but America finds it too rich. The Italians and the Spanish

likewise take pride in their culinary art but the American soon tires of eating in Italy or Spain.

"The important thing about American cooking is that it is better balanced and more conducive to good health than the cooking of any other country. Vital statistics will bear this out.

"The baking industry of America is doing to the country's food what the radio is doing to the English language. Just as broadcasting is merging the sectional dialects into one commonly spoken American language, so the bakers are collecting the tempting and wholesome foods identified with remote communities and providing a representative American menu fast being adopted in every home.

"For instance, the southern butter biscuit from New Orleans is now being eaten in Oregon, the Texan pecan pie is becoming a favorite dish from Maine to Michigan, and the French brioche, a rich egg bun from Montreal, has found its place in the bake shops of California.

"Americans haven't learned to eat their meals leisurely. If they will ever take more time during meals they will appreciate American cooking even more."

CANDY FOR WORKERS

Working people will concur in the recent decision of the Mississippi supreme court that candy, chewing gum and cakes, are "necessary supplies" in the production of a cotton crop. The decision grew out of a case in which charges for these items were disputed by the owner of a plantation on the ground that they were not "necessary supplies."

In making its decision in favor of the plantation workers, the court probably had in mind the numerous experiments of dietitians which have lately proved beyond a doubt that foods rich in carbohydrates stimulate energy and overcome fatigue. Thus they enable the working man to continue his tasks with greater facility.

SILVER THREADS AMONG THE GOLD

There is plenty of proof that more people are constantly arriving at the "upper age level," or in that sphere when the silver threads are entwined among the gold, according to the state department of public health of Illinois.

In an official statement given promi-

nence in Washington the Illinois health department attributes the extension of the average life expectancy to modern methods of living which result in saving the lives of infants, children and young adults. After being nourished, nurtured and guided through their young and sensitive years, young men and young women are pretty apt, if they continue to live properly, to have longer lives than their parents and grandparents.

People live longer in Illinois than they used to but it is an open question whether they are getting any better even though they do grow older.

MARRIED WOMEN NOT WANTED

Married women may soon find themselves entirely ineligible for employment in the average business firm, according to a survey just completed by Anna Steese Richardson, prominent women's club and in politics.

Out of 7 of the greatest New York firms employing women, Mrs. Richardson says, in Woman's Home Companion, but one really welcomed married women. This was a food concern. Another firm declared that married women, with their minds upon their home more than upon business, were worse than single women with their minds upon their love affairs and desiring marriage.

The majority of firms, however, including department stores, banks and industrial concerns replied that they put married women in a class that could be replaced easily. Home worries, childbirth and liability to quit when their husbands become prosperous, disqualify them for positions of advancement, said the employers.

An insurance company reported that 75% of employed wives applying for loans, stated that little benefit came to the family because of wasting money on incompetent help; injudicious purchasing of clothes for appearance sake and from the expectation of other members of the family that "because mother is making good money, she should live on a better scale."

"The woman who will neglect her family to work outside is the kind of employe we do not want," a large concern replied to the questionnaire.

The heaviest burden a man can carry through life is a chip on his shoulder.

December 15, 1930

THE MACARONI JOURNAL

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The Golden Touch

King Midas Semolina

Advertising pays best and accomplishes most when backed up by a quality product.

Make your macaroni as good as it can possibly be made and then let the world know about its goodness.

The only way to make the best quality macaroni is to use the best quality ingredients.

Note the rich, yellow color, even granulation and cleanness of

KING MIDAS SEMOLINA.

King Midas Mill Co.

MINNEAPOLIS, MINNESOTA



»» OFFICIAL RECIPES »»

BY
BOARD OF ADVERTISING TRUSTEES
National Macaroni Advertising Campaign

» » » » A Hundred Thousand « « « «

Sixty thousand copies of the Jean Rich Cook Book of Macaroni Recipes were requested by readers of the first advertisement within 60 days since the campaign broke last October. If the same degree of interest in macaroni products continues for the remainder of the year the number of copies of this recipe book to be placed in the hands of old and new consumers will exceed 100,000 in the opinion of the Advertising Trustees who are delighted with the response to the publicity on the part of the women of the country.

In addition there will be several times that number of copies passed out to customers by firms which have ordered large supplies of the recipe booklet with the manufacturer's message imprinted on the back cover. Here's a select group of 7 very popular recipes released by the Advertising Trustees last month:

MACARONI MEAT LOAF

(Serves 4 liberally—may also be made with spaghetti.)

- ½ lb. macaroni
- 1 cup bread crumbs
- 1 tablespoon grated onion
- ½ green pepper, chopped
- 1 tablespoon parsley, chopped
- 3 eggs
- 1 teaspoon salt
- 1 cup milk
- ¼ cup ground meat (raw)

1. Cook macaroni until tender and drain. 2. Combine macaroni with remaining ingredients. 3. Pour into a buttered loaf pan. Bake in a moderate oven (325 degrees) for 30-45 min. 4. Serve with Creole Sauce or brown gravy with currant jelly dissolved in it.

Note: Salmon or tuna fish may be used in place of meat.
Creole Sauce: Fry sliced onion in butter until brown; add ½ green pepper and 1 stalk celery chopped. To this add small can of tomatoes and cook until evaporated about one third. Thicken with flour as for gravy.

LYONNAISE SPAGHETTI

- ½ lb. spaghetti, short preferred
- 1 onion
- 1 green pepper
- 1 pimiento
- Bacon fat, butter, or 4 tablespoons cooking oil.

1. Cook spaghetti until tender. Drain.
2. Chop onion, pepper and pimiento fine. Fry in bacon fat until onion begins to brown.
3. Add spaghetti and continue cooking until onion is well browned.
4. Serve with meat in place of potato.

ENERGY SOUP

(This basic recipe may be made into dozens of delicious soups.)

- 2½ lbs. beef or veal soup meat and bone
- 2 quarts water
- 2 sprigs parsley
- 2 slices onion
- 1 6-inch piece celery
- 2 slices carrot
- Small piece bay leaf
- 6 pepper corns
- 1 whole clove
- teaspoon salt

1. For brown stock, brown half the meat before adding the water. For light or white stock use veal instead of beef and do not brown. Let water stand on cracked bones and meat pieces for half an hour before cooking. 2. Allow meat and water to simmer for about 2½ hours. Do not let it boil. 3. Add vegetables and seasonings and simmer about 1 hour longer. 4. Strain soup, chill it, and remove fat. 5. It is now ready to be combined with other vegetables for special soups or to be used plain with egg noodles, spaghetti, vermicelli or other fancy macaronis such as small shells, stars, rings, alphabets, etc. 6. Allow soup to come to boiling point, add macaroni product in small pieces, and let it cook gently until macaroni is tender. Do not boil it hard.

"MACARONI MOUNDS"

as sponsored by Yves, Chef of the S.S. "Paris"

(Gives 4 liberal servings; may be made with egg noodles.)

- ½ lb. macaroni (preferably elbow)
- 3 tablespoons butter
- 3 tablespoons flour
- 1 cup milk
- ¼ cup pimientos, cut fine
- 1 cup chicken diced
- 1 teaspoon salt
- 1 egg
- ½ cup bread crumbs
- 2 tablespoons milk or water

1. Cook macaroni until tender; drain and chill. 2. Make a cream sauce of the butter, flour, and milk. 3. Cook thoroughly. Add macaroni, chicken, pimiento, and salt and chill again. 4. Shape into mounds. Roll in egg beaten with milk or water, then in cracker or bread crumbs. 5. Fry in hot

deep fat. Drain on brown paper and serve with Rarebit Sauce.

The recipe for making Rarebit Sauce: Make a cream sauce with 1½ tablespoons flour, 1½ tablespoons butter, 1 cup milk, 1 teaspoon salt; when thickened add ½ cup cheese. Stir until cheese melts.

FRENCH FRIED EGG NOODLES SUPREME

- 6 oz. fine egg noodles
- 3 eggs
- 1 cup milk

1. Cook egg noodles until tender. Drain and set aside to cool. 2. Beat eggs slightly, add milk and stir lightly into cooked noodles. 3. Drop by spoonfuls into deep hot fat until a golden brown. 4. Make a nest of the noodles and fill with small pork sausage, fried. 5. Serve with apple sauce. (May be served with creamed salmon or tuna fish in place of the sausage, as a Lenten dish.)

TOMATO JELLY RING SALAD

- 2½ oz. macaroni rings
- 2 cups canned tomato
- ½ cup chopped celery
- 1 tablespoon grated onion
- 1 tablespoon lemon juice
- ½ teaspoon salt
- 1 tablespoon gelatine
- ½ cup cold water
- 1 teaspoon sugar

1. Cook macaroni rings until tender. Drain. 2. Cook tomato, celery, onion, and sugar until the liquid has been reduced one-fourth. Strain. 3. Add rings to the tomato and pour this over the gelatine which has been soaked five minutes in a cup of the cold water. Stir until dissolved. 4. Add lemon juice, salt to taste, and remaining cold water. 5. Pour into moulds and set to harden where cold. Serve on lettuce or water cress with mayonnaise dressing.

EGG NOODLES A LA CHIFFONDALE

- 5 oz. egg noodles
- ¾ cup sour French dressing
- 2 tablespoons chopped parsley
- 1 teaspoon grated onion
- 1 pimiento, chopped
- 2 hard cooked eggs, minced
- Lettuce

1. Cook egg noodles until tender. Drain and chill. 2. Pour French dressing over noodles and let stand for two hours. Drain off dressing and add parsley, onion, pimiento and egg. 3. Place servings of egg noodles on lettuce and pour a little dressing on each one.

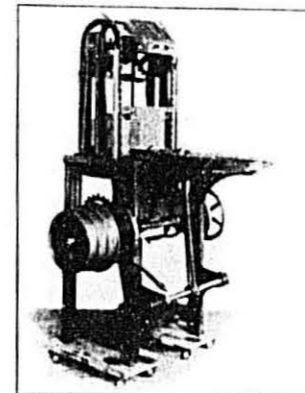
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THE MACARONI JOURNAL

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

Peters Package Machinery



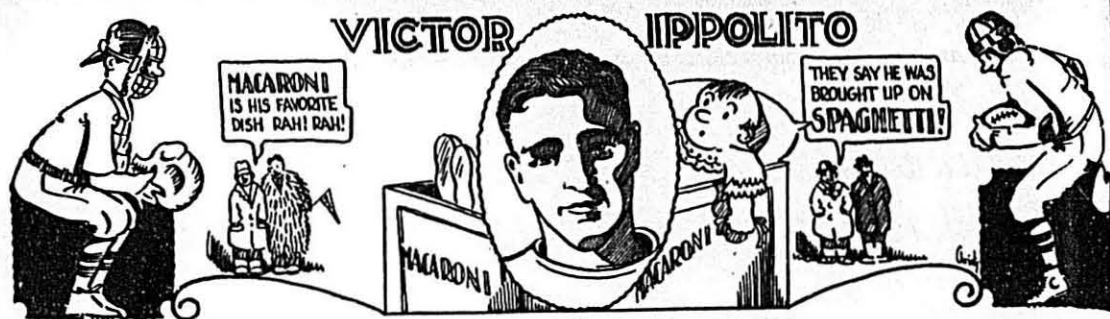
THE least expensive cartons of the "Peters Style" are used with our package machinery—the least number of hand operators are necessary—hence the most economical package. Its protective features are recognized everywhere.

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

PETERS MACHINERY COMPANY

4700 Ravenswood Avenue

CHICAGO, ILLINOIS



» A MACARONI-MADE ATHLETE

Rah! Rah! Rah! Ippolito! A swarthy, stocky little figure smashes through the opposing line with a football tucked tightly under his arm. He makes a first down and the fans yell their approval. Now he rushes in to halt an enemy charge with a viciously successful tackle. Now he's here — there — everywhere — kicking, running, blocking, tackling—playing inspired football. It is Vic Ippolito!

Victor Ippolito is the son of Mrs. Ralph (Ippolito) Dodero, proprietress of the Ideal Macaroni company, Cleveland, O. He is 18 years of age, 5 foot 5 in height and weighs 140 lbs. He is the star of the East Tech High School, Cleveland, and one of the best half-backs in the high schools of the country. During his football career, his high school team has lost only one game in 4 years.

Vic Ippolito, as he is popularly known, is truly a product of strict diet of macaroni, spaghetti and egg noodles on which he has thrived since infancy and to its strength giving, muscle building, and health producing qualities he attributes his athletic abilities. Last year he was selected as a member of the Cleveland All-Scholastic Eleven and will undoubtedly be chosen again this year.

He is a descendant of a long line of renowned makers of alimentary pastes. He was born in Cleveland in 1912. His parents, Mr. and Mrs. Pasquale Ippolito, went to Cleveland from Italy 28 years ago. Six years later, in 1908, the hardworking couple had saved sufficient money to open a macaroni factory which has been in continuous operation at the same location ever since.

At the beginning business was not flourishing and Mrs. Ippolito worked in the factory beside her husband, her help serving to materially cut down the overhead. Three days after the birth of Victor she returned to her duties in the plant, placing the new born babe in a macaroni box that served as his

cradle. No bottle baby was Victor. In his cradle he was nursed by his hard working mother until he was old enough to eat macaroni, spaghetti and egg noodles on which he has thrived ever since.

The accompanying photograph of this popular athlete substantiates his mother's claim that macaroni products are among the best and most healthful of foods.

Quite naturally the lad was inter-



Victor Ippolito

ested in the business of his parents and forefathers, and during his vacations he spent most of his time learning the business doing odd jobs, and he soon became a proficient manager. The business has thrived until today it is one of the leading Italian owned plants in Ohio. Recently nearly \$10,000 worth of machinery was installed in the plant for the production of packaged macaroni products.

Vic Ippolito has not yet decided what college he will attend, if any, but has a longing to make the famous Notre Dame eleven. Though at present he is a football idol he plays baseball and basketball even more effectively. Several of the major teams in the baseball leagues have made him propositions but if his mind is made

up, no one knows it but Victor, himself.

If Vic had his way all athletes would be compelled to observe a strict macaroni diet, knowing that this food contains all the elements that are necessary to make men of brains as brawn. Here's a hero, born in a macaroni factory, cradled in a macaroni box, eating sumptuous meals of macaroni products daily, working practically all his life at the macaroni trade. Macaroni made him and he now makes macaroni famous.

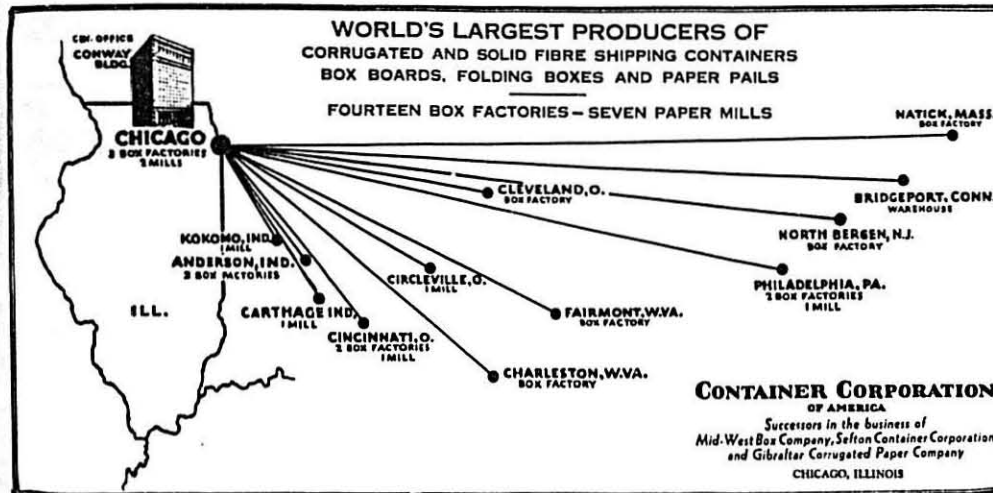
Rah! Rah! Rah! Ippolito! Rah! Rah! Macaroni!

Plan for Future

According to advice from Schenectady, N. Y., Renna Brothers & Company, who recently received incorporation papers from the state for manufacture of macaroni products, sought a broad charter in anticipation of the day when they might become manufacturers. The Renna Brothers are in the wholesale grocery business and recently incorporated a company to better handle their present business. The macaroni trade is not sufficiently attractive to start manufacturing at present, so they will confine their efforts to selling macaroni products made for them by established manufacturers.

TOO MUCH RECKLESSNESS

A hasty tabulation of recent government figures shows that automobiles are now killing about 30,000 people a year in this country. That's more Americans than British muskets killed in 8 years of the Revolution. Assorted accidents slay almost 100,000 annually—more than the Union army lost in all the battles of the Civil war. This costly toll, Collier's Weekly observes, is due mainly to a national tendency to confuse recklessness with courage. What's needed, apparently, is a universal crusade to enforce and emphasize caution.



Our Progress is the Gain of Our Customers

The growth of the Container Corporation of America is a notable one in these times of stress. Its progress is a tribute to sound management and dependable, high quality products which have secured the confidence and support of many of the Nation's biggest buyers and shippers as well as a host of manufacturers with smaller, but nevertheless important, requirements.

With the acquisition of Sefton Container Corporation in the early part of the year, our line of quality Corrugated and Solid Fibre Shipping Containers and Box Boards was supplemented by a fine line of Folding Boxes and Paper Pails, well known and popular with the trade. Recently another plant, the Gibraltar Corrugated Paper Company, was secured resulting in an unequalled manufacturing setup of mills and box factories in strategic locations which insures superior service to customers.

Again, our new contribution to the corrugated field—MYRACOL—which enables buyers to secure corrugated boxes in all the colors of the rainbow, at a very slight increase in cost, further indicates progress in research that is outstanding in the field. We are happy to be able to fill the long felt want of shippers for a package in colors that not only gives their goods big publicity but also brings home the name and trademark of the maker to the consumer. Here's your big chance to come before the public with a real advertising package.



Safeguard your shipments by using quality fibreboard boxes

Write us for complete information on your requirements for any one of our many products. On request our box engineers will call to help solve some intricate packing problem. No obligation. In regard to MYRACOL colored boxes—write in direct care of General Sales, Chicago.

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

» Uniform Accounting and Cost System « for the Macaroni Industry

The new Uniform Accounting and Cost System is now in the final stages of preparation and will soon be available to all members for study and adoption. Complete information on the system will soon be issued in bulletin or booklet form, reports the special committee that has been studying this phase of association activity for the past 2 years.

This new Uniform Accounting and Cost System is the result of several years study and discussion by members of the Macaroni Industry and by your Cost Accounting Committee. At the annual meeting of the association at Niagara Falls in June of 1930, your directors authorized this committee to retain the services of a firm of expert accountants to assist it in preparing a uniform system for accounting and costs which might economically and profitably be adopted and used by individual members of the association.

Your committee realized the value of competent counsel in the work it proposed to do, and undertook the selection of cost advisers who would be prepared to render a service that would best meet the needs of the industry. Several well known accounting and cost finding firms were consulted and considered, and after careful investigation your committee and board of directors decided that the firm of Wolf and Company of Chicago would be able to serve the industry in a highly satisfactory manner, and that through their offices in various parts of the country they could give prompt installation and accounting service to all members of the association.

For several years prior to this engagement Wolf and Company have audited the books of our association. They also were engaged by our directors to audit the books of account of the association's Advertising Fund. They have had a long and notably successful experience with devising and installing cost systems for national trade associations.

Your committee has had in mind from the beginning that any system of accounting and costs, prepared for our members, must be as usable by the smaller plants as by the larger ones. Hence preparation for the new system has included a personal inspection and study, in macaroni plants large and small, of their manufacturing pro-

cesses, accounting systems and cost methods. Such a procedure while slow was the only safe way to insure the development of a system which would meet all requirements.

The committee feels that it has developed a system that will meet all requirements. Shortly all members will be supplied with a booklet of information which discusses and describes this simple, easily installed system. Accounting and recording forms will be recommended and made available at cost to association members through the Secretary's office.

The macaroni industry is proposing that the accounting systems of its members shall be planned and operated according to a uniform method; that its members shall adopt a generally uniform classification of asset, liability and operating accounts. It will give to each manufacturer assurance that all other manufacturers using the system, have included the same expense items in their costs; that their businesses have been departmentalized in substantially the same way; that there is a common understanding of overhead or burden; that there is a tie-up of the cost records and figures with the firm's financial records; that there is uniformity in the control of raw materials used, and so on.

In other words, those differences in the manufacturing, packing, administrative and selling costs between members of the industry, which are bound to exist, will be due to differences in methods, efficiency and management, and to economic reasons, rather than to a lack of cost knowledge, when our membership has adopted and is using the Uniform Accounting and Cost System sponsored by our association.

The members of the Cost Accounting Committee (1930) are: G. G. Hoskins, Chairman, L. S. Vagnino, J. L. Fortune, A. W. Quiggle, C. B. Schmidt.

Watch for the new booklet, explaining and discussing the new system.

Foreign Trade Unchanged

While the quantity of macaroni, vermicelli, egg noodles, etc., imported during September 1930 was considerably in excess of the quantity purchased in September 1929, the 1930 imports of this food were slightly less than that of 1929,

according to the figures from the Bureau of Foreign and Domestic Commerce. On the other hand, there has been a decline in the quantity of these products exported.

The imports for September 1930 totaled 164,162 lbs. at a cost of \$152,800. In September 1929 we imported 140,000 lbs. for \$14,324. For the 9 months ending Sept. 30, the imports totaled 1,956,655 lbs. worth \$165,408. During the first 9 months of 1929 we imported 1,978,974 lbs. costing \$184,028.

During September 1930 there was sent to almost every continent on the globe a total of 881,740 lbs. of American macaroni products for which manufacturers and distributors received \$702,200. This was a slight decrease from the September 1929 figures which were 925,000 lbs. valued at \$87,237. The decrease in this business has been quite general throughout the year. For the first 9 months of 1930 our exports were 7,036,686 lbs. worth \$580,414. From Jan. 1 to Sept. 30, 1929 our exports had reached the high figure of 8,010,662 lbs. bringing to American manufacturers \$676,731.

Countries	Pounds	Dollars
Irish Free State	9,000	
Netherlands	7,200	
United Kingdom	247,375	19,800
Canda	427,431	33,000
British Honduras	1,898	
Guatemala	1,498	
Honduras	16,265	
Nicaragua	3,383	
Panama	34,476	
Salvador	392	
Mexico	2,214	
Newfnd'nd & Labrador	4,503	
Bermudas	1,498	
Barbados	432	
Jamaica	3,430	
Other B. W. Indies	7,284	
Cuba	31,294	
Dominican Republic	37,572	
Netherlands W. Indies	2,814	
French W. Indies	500	
Haiti, Republic of	5,170	
Virgin Islands of U. S.	650	
Colombia	519	
Ecuador	354	
Venezuela	1,364	
British India	2,362	
British Malaya	2,108	
Ceylon	1,369	
China	9,461	
Java & Madura	893	
Other Nether. E. Indies	24	
Hong Kong	4,533	
Japan	1,832	
Palestine	130	
Philippine Islands	4,861	
Siam	255	
Syria	130	
Australia	1,565	
British Oceania	815	
French Oceania	150	
New Zealand	5,026	
British E. Africa	422	
Union of S. Africa	3,424	
Gold Coast	96	
Nigeria	267	
Other Portuguese Africa		
Hawaii	82,128	
Porto Rico	57,767	
TOTAL	1,021,835	\$78,400

The man who talks most, usually thinks less.

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



OUR MODERN
DESIGNS
ADVISE
AND HELP
SELL YOUR
PRODUCTS

ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

Now Arriving---New Shipments

DEEP YELLOW COLOR CERTIFIED SPRAY AND GRANULAR EGG YOLK

Exceptional Quality
Attractive Prices

Write or Wire

Colburn S. Foulds

Manager Noodle Egg Yolk Department
for Details

LOWE CORPORATION
100th Terminal Bldg. No. 8 Brooklyn, New York
CHICAGO BALTIMORE LOS ANGELES TORONTO

"Wishing you a very
Merry Christmas"

Crookston Milling Company

» » Becker, a Double Barreled Hunter « «

Someone has truly said that every individual has a "hobby" whether he recognizes or admits it. A "hobby" is termed a favorite and recurring subject of thought or effort. It serves to take one's mind from regular duties and acts as a restorative.

Fred W. Becker, president of the Pfaffman Egg Noodle company, Cleveland, O., has a "hobby" that is quite common among macaroni manufacturers who like nothing better than out-of-doors exercise to better fit them

on it he frequently entertained some of his many friends.

"Like father, like son" is true with respect to the Beckers. Fred, Jr. also has a penchant for entertaining the younger generation on hunting jaunts, fishing trips and trapping expeditions. Such a party was reported in the Sunday, Nov. 23, 1930 section of the Cleveland Plain Dealer by Editor V. B. Gray, of the Rod and Gun feature of that metropolitan paper.

The occasion was the first hunt of



An "Izaak Walton-ian" pose of Fred W. Becker, president of the Pfaffman Egg Noodle company, Cleveland, O.—a fisher for his noodle business as well as for game fish of all kinds. He is a gentlemanly sportsman, skilled alike with rod, gun or trap.

for their intensive, indoors activities. He is an arch hunter and fisher and much of his spare time is spent on the 255 acre farm near Hinckley, O.

Fred, Jr. inherited this well stocked farm and game preserve from his father, the late lamented Fred Becker, founder of "The Macaroni and Noodle Manufacturers Journal" predecessor of this "The Macaroni Journal," and charter member of the National Macaroni Manufacturers association. The farm was the elder Becker's playground and

the 1930 season. The quarry was rabbits, pheasants and mallards. It began with breakfast at 4:30 a. m. in the pleasant kitchen on the farm, the yellow rays of the old kerosene lamp casting reflections of the many hunt trophies that decorated the walls of the old farm house atop a high, well wooded and watered hill.

The whole day was spent tramping through the woods, meandering across meadows and slushing through creeks and small lakes. The party consisted

of Fred W. Becker, host; Walt Biggins, a close friend, and V. B. Gray, Rod and Gun editor. They bagged the first pheasant permitted under the Ohio laws in a typical hunting party that ushered in the 1930 season.

Fred, Jr. is an ideal host. Invitations to the Becker farm are much sought and the end of visits on his game preserve comes all too soon. Editor V. B. Gray puts into a beautiful word picture the feeling that so generally comes over the guests as the end nears:

"And so it went, a typical hunting party on the opening day of the season. At dusk we reached the old farm house. A lunch of sandwiches and coffee were ready to start for the city. I was loath to leave the ancient farm house. Fred and Mrs. Becker have filled the house with heirlooms. Old beds, dressers, chairs, china, crockery, rag rugs, kitchen clocks. It's a treasure house of wonderful relics. The floors show their age. Great bushes, almost too old, they are so old, of lilacs companioned cluster along its sides.

"We blew out the last kerosene lamp, locked the door, and as we went down the drive between gnarled old apple trees, I looked back at its dark shape in the night and bid it a regretful farewell. The stars twinkled overhead. The old place seemed so lonely on its little knoll.

Gigantic Merger Reported

Combine of 8 or 9 of the largest macaroni plants in the tri-state district is reported under way and an announcement will be made soon, say press reports from Pittsburgh, Pa. The deal is said to involve \$4,000,000.

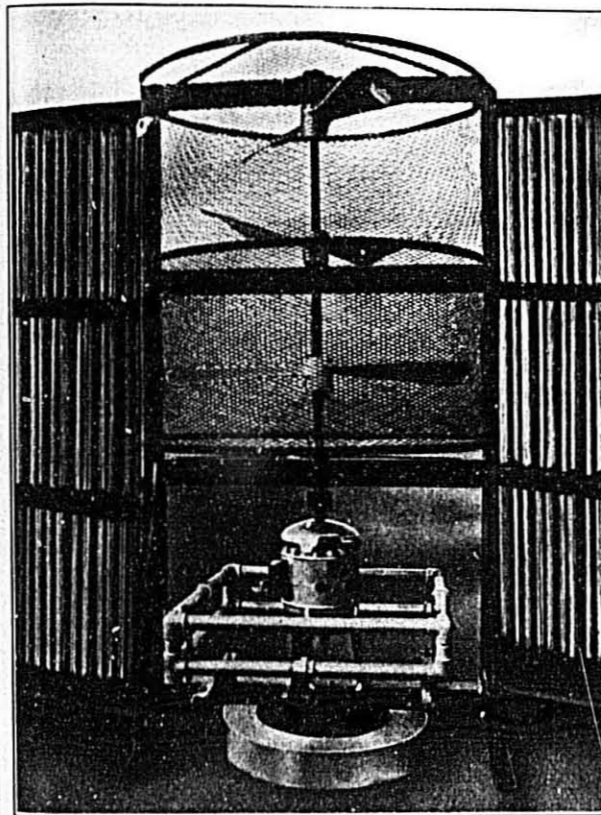
A Philadelphia capitalist who has been active in many recent mergers is said to be taking a prominent part in the negotiations. The plan involves 2 local plants and the combine in turn is reported to be the nucleus of a national merger.

It is said that a holding company will be formed to effect the combine. The individual plants, however, will not lose their identity. The deal will be financed with eastern capital.

The proposed merger, if completed, will stabilize the industry and decrease manufacturing and sales costs. There is so much secrecy connected with the deal that confirmation is difficult to establish. However, some manufacturers admit that they have been approached in the merger matter.

If you don't know what to do, ask for it out from the one in charge.

CUTS DRYING COST 70%



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

YOUR DRYING PROBLEM SOLVED

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

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

Gallerani Drying Machine Co.

Harrisburg, Penna.

Alexander Gallerani, President

Notes of the Macaroni Industry

A Nickel a Package

From New York comes a report that macaroni, spaghetti and egg noodles are now found on the 5c counters and quoted as specials by the leading chain stores at that price. The macaroni and spaghetti packages are the regulation 8 oz. size, while the noodles are in a 6 oz. package. From the same city come many reports of macaroni being donated in large quantities for the relief of the poor and of the unemployed. Millions of pounds of macaroni products have found their way into these charity channels. "Might as well give it to the poor as to sell it for 5c a package." That is the view expressed by one of the leading contributors to the charity fund drive.

Philippines Bar Yellow Color

The Philippine board of food inspection has announced that any manufacturer or vendor of bakery products, macaroni products, mayonnaise, salad dressings and other food products, the manufacture or preparation of which utilizes yellow color whether it be of coal tar or vegetable origin, used or added either to simulate the color of egg or to impart to the finished food product the appearance of higher egg content than what is actually present, violates the provision of the food and drugs act making it unlawful for any person to manufacture, sell, or offer for sale in the Philippine islands any adulterated or misbranded articles of food.

The board states that the further use of such color in foods and food products would be prohibited in spite of the fact that the declaration of added color appears on the label of the food article. Recommendation for prosecution of any manufacturer or vendor of such adulterated food products will be made when cases of that kind come to the board for disposal.

Meat Balls "A la Patricola"

"Patricola, Empress of Song, Dance and Music," one of America's most popular vaudeville stars, is appreciated even more by her immediate friends for her ability to concoct a tasty, pleasing and satisfying dish which her intimates have named "La Patricola Spaghetti Balls."

"Patricola," who at home is Mrs. Walter A. Morris, is just as renowned as a cook as she is an actress. So say her friends who have been fortunate

enough to be invited to dine in her home. Judge for yourself by trying this recipe for "Patricola Meat Balls":

Ingredients

- 1 1/2 pounds of hamburger
- 1 bunch parsley
- 1/2 cup raisins
- 1/2 cup grated cheese
- 1 cup wet bread
- 1 clove garlic, cut up fine
- Salt and pepper.

Method

Mix together all ingredients; make into meat balls, about size of a golf ball. Fry in olive oil and then drop into tomato sauce, cooking slowly about 2 hours in this. Serve with spaghetti, boiled the usual way and drained.

Walter Villaume Weds

Announcement of the marriage of Walter Francois Villaume, general manager of the Minnesota Macaroni company of Saint Paul, Minn., son of E. T. Villaume, president of the concern has been announced. The wedding took place Saturday, Nov. 15 in Saint Paul. The bride was Miss Mary Margaret Osborne, daughter of Mr. and Mrs. Eugene Osborne of the same city.

The bridegroom is a veteran of the World war and popular among the macaroni manufacturers of the country since he started to follow in the footsteps of his father, as plant superintendent and salesman. To the happy couple go the best wishes of the trade.

Leases Factory Building

Vincent Callegori has leased a new brick building on the south side of "Y" st., between 24th and 25th sts., Sacramento, Cal. which will be equipped with modern machinery for the production of macaroni products. The owner is planning an investment of \$20,000 for a factory so equipped as to permit of easy expansion as business warrants. The building leased measures 40 by 100 feet, with the interior laid out very appropriately for macaroni manufacture.

Fire Damages Houston Factory

Considerable damage was done by a fire of unknown origin to the newly completed annex of the Houston Macaroni Factory at 114 Preston st., Houston, Texas. Three firemen were slightly injured when fighting the blaze Nov. 20. Nick Bonno, president of the company, estimated the loss to be approximately

\$20,000, partly covered by insurance.

Miss Bonnie Bonno, daughter of president, discovered the blaze as returned from shopping and assisted Miss Rina Pacini, secretary, they moved the cash books and records to the safe while the blazes were at their height.

Immediate temporary repairs were made to permit uninterrupted production. The Houston Macaroni Factory has been in continuous business on the site since 1893.

If you want to pass the buck, blame your luck.

Things Worth Knowing TOYS AND GOOD THINGS TO EAT

The economists are already studying reports on Holiday trade as an important source of information about the extent of business depression. The idea that a community which throws itself wholeheartedly into the celebration of Christmas cannot be unduly worried about the immediate future.

Accepting this theory, cheering news already has begun to appear. The large department store in an eastern metropolis reports that the sale of children's toys is well ahead of last year's record this time. One of the leading confectioners, whose product is sold throughout the United States, says that his factory is working day and night and prophesies that this year there will be more candy than ever in Uncle Sam's Christmas stocking. One of the great restaurant chains reports an exceptionally big business on Thanksgiving Day and making preparations for a heavy Holiday trade.

Good food, candy and toys—these are the things that Christmas Cheer is made of. It has been estimated that 300,000,000 pounds of sweets will be required to fill Christmas orders this year. Christmas without candy is almost unthinkable. The average child gets more pleasure from a few inexpensive toys than from elaborate and costly gifts showered upon him by doting relatives.

Here is a hint for those who worry because they are obliged this year to cut down their Christmas gift budget. Try for the children, and good things to eat for both children and adults, may be the solution of the problem.

Earnestness is enthusiasm governed by reasoning.

To The Entire
Macaroni Manufacturing Industry
of America

A Glorious Christmas
and
A Prosperous New Year

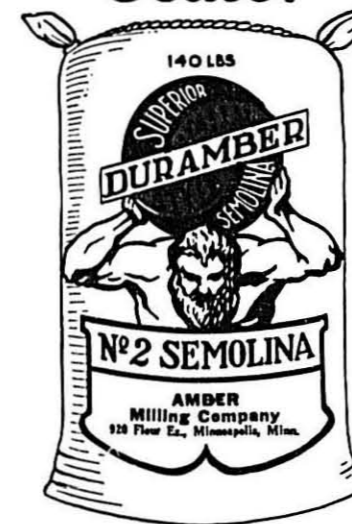


To This End---We Will Always Be
At The Industry's Service.

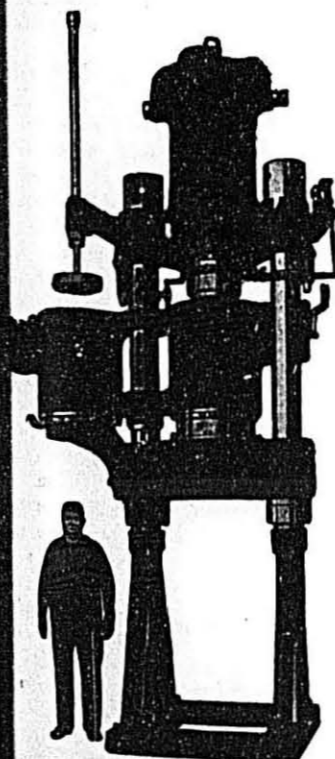
F. MONACO & COMPANY
64 DeKalb Ave. Phone-Hegeman 8966
BROOKLYN NEW YORK

PER PASTA PERFETTA

Usate!



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



John J. Cavagnaro
Engineer and Machinist

Harrison, N. J. - - - U. S. A.

Specialty of
MACARONI MACHINERY
Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.



Grain Trade and Food Notes

Chains Do 20% of Trade

According to a report by the Dominion of Canada bureau of statistics, chain stores accounted for 20% of the entire retail trade of Canada last year. The bureau estimated the retail sales of that country to total 2,000,000,000 of which 400,000,000 was done by the chains. Food and kindred products provided the largest aggregate sales by chains, reaching a total of \$140,733,000. In Canada there were 11,896 chain outlets of which two thousand nine hundred and sixty-five were for food and kindred products.

New Spice Trade Secretary

Albert H. Doolittle was appointed secretary of the American Spice Trade association at a special meeting Nov. 6 in the association offices, 82 Wall st., New York city. He was recently associated with Granville P. Rogers, managing director of the Steel Founders Society of America, Inc. His training and experience, which include years as industrial analyst for the world's largest producers of heavy chemicals, especially fit him for the work. His achievements embrace development of many industrial surveys for guidance in the establishment of factories, distribution and merchandising of diversified products in a rapidly expanding business. He has been contributor to journals devoted to economics and business management. Mr. Doolittle plans a comprehensive survey of the spice trade previous to developing a program for the industry.

Wheat Crop Damaged by Rust

The agricultural situation in Argentina has been confused by the conflicting reports circulated concerning the damage done to the wheat crop by rust, the Department of Commerce is informed in a report from James G. Burke, acting commercial attache in Buenos Aires. On Nov. 20 the ministry of agriculture issued a report in which it was estimated that the damage will affect 6,000,000 hectares (15,000,000 acres) and cause a 30% reduction in the first estimated yield.

Large Grain Surplus

Canadian wheat in store on November 14 amounted to approximately 197,400,000 bu. or slightly more than for the previous week, the Department of Commerce is informed in a report from L. W. Meekins, American com-

mercial attache in Ottawa. A government estimate placed the wheat surplus in Canada on Oct. 31, at approximately 313,000,000 bu. At the present prices the total cash value of all crops in the prairie provinces is lower than last year, but there is a tendency to hold oats and barley on the farms for feeding purposes and satisfactory returns may yet be realized when the grain fed livestock is marketed. Winnipeg wheat prices reached a new low level and the cash price for No. 1 Northern on Nov. 19 was 60 1/4c.

Try to Stabilize Wheat Prices

With a view to stabilizing wheat prices the agricultural association of the Paris region has come to an agreement with the mills in the same district, according to which sales conditions will be immediate delivery against payments based on the average price then in force, according to G. W. Berkalew, assistant trade commissioner in Paris. Agriculturalists will deliver a part of their crop to a given mill against receipt of 60% of the value of the wheat. Every month following such delivery they will receive a certain proportion of the balance of the sales price calculated on the basis of the average monthly rate quoted by the official brokers. A scale of rebate is provided according to the specific weight of the wheat. This agreement is subject to satisfactory results being obtained from the system outlined above in the trial period fixed between the association and the mills.

No French Wheat Shortage

The French Minister of Agriculture declared in the recent report that no attention should be paid to statements that a wheat shortage was likely to occur this year, the Department of Commerce is informed by George W. Berkalew, assistant trade commissioner in Paris. In spite of the comparatively poor crops harvested in 1930 the domestic production, together with stocks from last year, the anticipated imports from Algeria and the regulation 10% of the foreign wheat, was stated by the minister to be amply sufficient to meet the whole of the domestic demand. He added that even in the unlikely event of the demand being greater than the normal supply the large world stocks still available made it unnecessary to fear that any measure such as the reduction of import duties on foreign

grain would have to be taken in order to meet domestic wheat requirements. The minister of agriculture intends to see that all regulations in force are carried out to the letter and that reasonable prices be maintained in order that the burden of unsatisfactory crops not fall on producers alone.

Production of Macaroni in Moscow

According to reports in Russian trade journals the production of macaroni in mills in the region of Moscow will amount to 30,000 tons this year as compared with 22,000 tons in 1929. The Department of Commerce is informed in a report from George W. Berkalew, assistant trade commissioner in Paris.

The increased production of the product will provide the necessary additional food supply for the population in conformity with the specified rations fixed by local authorities.

Wheat Shortage Didn't Materialize

A prophecy made 30 years ago scheduled to mature this year but signs indicate that the prophecy won't come true. Dr. O. C. Stine, the bureau of agricultural economist U. S. Department of Agriculture, recalled that Sir William Crookes, eminent British scientist, then predicted that unless yields per acre were increased the world would have a shortage of wheat by 1931, even if the potentially available wheat were put in use. The world's wheat area, Sir William thought, could be increased by only about 100 million acres. Of the United States he wrote in 1901:

"Practically, there remains no unutilized prairie land in the United States suitable for wheat growing, present there is no land left for wheat without reducing the area for hay, and other necessary crops. It is almost certain that within a generation the ever increasing population of the United States will consume all wheat grown within its borders will be driven to import, and like ourselves, will scramble for a lion's share of the wheat crop of the world."

Sir William's prophecy has been shattered, Doctor Stine points out, by contributions of science to wheat production, by the introduction of power machinery and by the utilization

October 15, 1930

hitherto thought useful only for

thirty years ago the average wheat yield of the world, so far as statistics available, was 12.7 bu. per acre. In the last 7 years it has averaged 14.1 bu. per acre, an increase of 1.4 bu. On the year's wheat area, outside of Russia this increased yield on 320 million acres makes a difference of nearly half a billion bushels, or approximately 13% of the world's total production.

Already the world's wheat area has increased by more than the 100 million acres that Sir William set as an outside limit. Acreage in this country has gone from a low of 44 million in 1909 to a high of 76 million in 1919. Acreage dropped after World war but since 1924 has been increasing again. The tractor and the airplane are helping this expansion to arid lands, just as after the Civil War the invention of the reaper and the combine encouraged wholesale expansion.

The world as a whole now produces more wheat and rye than it did in 1900. It produces about a third as much corn, oats, and barley, considered together, as in 1900.

The world's population, however, has increased only 20% since 1900.

Per capita consumption of wheat has decreased in some major wheat eating countries, counteracting increases in consumption in Russia, the orient, and the tropics. In the United States per capita consumption has dropped 1.2 bu. since 1900, which means a reduction of nearly 148 million bu. in this country's wheat requirements.

American Wheat Excels

The United States produces some of the best wheat in the world, says the bureau of agricultural economics, U. S. Department of Agriculture, which has made milling and baking tests of wheats grown in 38 countries. Technical Bulletin 197-T, Milling and Baking Qualities of World Wheats, recently issued, reports results of these tests.

"From both a milling and a baking viewpoint the best quality hard red winter wheat is produced in the United States," says the bulletin. "The hard red winter wheat grown in Argentina appears to be of less milling value than that grown in the United States. The baking quality of the flour milled from Argentine wheat, although not the equal of that milled from the hard red winter wheats of the United States, is of fair quality. The flour milled from the Russian hard red winter wheats appears to

be lacking in baking strength.

"Of the hard red spring wheats the higher grades of Canadian wheat rank first in milling value. However, from a baking viewpoint the flour milled from the hard red spring wheats grown in the United States is equally good. Russian spring wheats appear to be somewhat deficient in baking strength, compared with those grown in North and South America. Russia, Canada, and the United States produce the best quality of durum wheat.

"The soft red winter wheats grown in the United States, although not equal in milling quality to some wheats of the same class grown in other parts of the world, excel in baking quality. The white wheats grown in India, Australia and the United States rank in milling quality in the order named. From a baking point the flour milled from the white wheats produced in the United States and Australia have approximately the same strength."

D. A. Coleman, senior marketing specialist, and Owen L. Dawson, senior agricultural economist, authors of the bulletin, declare that, although milling quality is a factor in determining the relative quality of wheats, "it is the baking quality of the flour milled from wheats that sharply differentiates them."

STAR PERFECTION DIES



ONCE AGAIN IT IS CHRISTMAS TIME AND IT IS OUR WISH THAT IT MAY BRING ALL THE MACARONI MANUFACTURING CONCERNS JOY AND HAPPINESS AND TO WISH ALL A MOST HAPPY AND SUCCESSFUL NEW YEAR

THE STAR MACARONI DIES MFG. CO.

7 Grand St.

New York City



*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, 343 Madison Avenue

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio in 1903

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
FRANK L. ZEREGA JAMES T. WILLIAMS
M. J. DONNA, Editor

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

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
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ADVERTISING RATES
Display Advertising . . . Rates on Application
Want Ads . . . 50 Cents Per Line

Vol. XII December 15, 1930 No. 8

A Good, Timely Suggestion

From W. E. Ousdahl, manager of the durum department of Commander Milling company, comes a fine suggestion, which, if generally adopted by the macaroni manufacturers will be a good tie-in on the present advertising and publicity campaign.

He advises that on the bottom of all his firm's stationery there is being used in red script the following question: HAVE YOU HAD YOUR MACARONI TODAY?

He suggests that all the macaroni manufacturers and allied industries use the same slogan on their letterheads, believing that this daily reminder will have a favorable reaction on those who read it. Mr. Ousdahl disclaims any originality for the idea as everyone knows of the successful use of a similar question by another group of food distributors, but if good, as it surely is, repetition will do no harm.

Give the suggestion some thought when next you order a supply of stationery. Why not go further and use it on all your literature, cartons, labels and every piece of printing that reaches possible consumers. It's a good sales idea that costs nothing.

Macaroni for Unemployed

Macaroni products in goodly quantities were supplied the poor and unemployed in the New York district by the several public charities and numerous civic emergency employment and relief com-

mittees for Thanksgiving and will be among the most popular foods supplied the needy in that section for Christmas.

The various relief agencies are supplying thousands with well packed baskets containing about 75 lbs. of food. Among the staples found in the relief package are potatoes, 30 lbs.; macaroni products, 4 lbs; coffee, sugar, milk, tomatoes, rice, beans, onions, turnips and cabbage in small proportions.

The New York Emergency Employment committee fund for the jobless reached a total of nearly \$2,000,000 the first week, contributions having been received from all classes. Bankers made liberal cash donations, workers pledged a day's wages and macaroni manufacturers gave liberally of their products in addition to cash donations. In Brooklyn the relief work was done through 4 agencies working in unison: Brooklyn Bureau of Charities, The United Jewish Aid Societies, The Saint Vincent DePaul Society and the Brooklyn Association for Improving the Condition of the Poor.

Other large, populous centers have organized relief committees and in all of them the liberality of the macaroni manufacturer is noted. The high food value of this product is appreciated by both the giver and the recipient. In this way are the pangs of hunger in hundreds of thousands alleviated daily. Whether for the rich or the poor, the needy or the well-to-do, macaroni products are being more and more recognized as the food pleases the taste, appeases the appetite and builds bone and muscle.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registrations of trade marks applying to macaroni products. In November 1930 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

The Energy Trio

The trade mark of the National Macaroni Manufacturers association, Braidwood, Ill. was registered for use in advertising macaroni, spaghetti and noodles. Application was filed March 28, 1930, published by the patent office May 13, 1930 and in the June 15, 1930 issue of The Macaroni Journal. Owner claims use since Jan. 2, 1930. The trade mark is in outlined letters above which

are figures made of the 3 products, Macaroni, Spaghetti, and Noodles.

TRADE MARKS APPLIED FOR

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

Zucca's

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

Sanico

The private brand trade mark of Sanitary Grocery Company, Inc., Washington, D. C. for use on spaghetti, macaroni, egg noodles and other groceries. Application was filed Sept. 18, 1930 and published Nov. 18, 1930. Owner claims use since April 30, 1930. The trade mark is in large outlined letters.

My Darling

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

Moonlight

The trade mark of The Frank P. Macaroni Co., Waterbury, Conn. for use on macaroni. Application was filed October 11, 1930 and published Nov. 18, 1930. Owner claims use since August 1929. The trade name is in black type printed on a picture of a setting across a river. To the right and up the hill is an ancient castle.

LABELS

Big 3

The title "Big 3" was registered November 4, 1930 by Chicago Macaroni Company, Chicago, Ill. for use on spaghetti. Application was published Aug. 2, 1930 and given registration number 38185.

Mme. Galli

The title "Mme. Galli, Inc., Chicago, Ill." was registered Nov. 4, 1930 by Mme. Galli, Inc., Chicago, Ill. for use on spaghetti sauce. Application was published June 3, 1930 and given registration number 38188.

Russo Italian Macaroni

The title "Russo Italian Macaroni" was registered by A. Russo & Co., Chicago, Ill. for use on macaroni. Application was published June 1, 1930 and given registration number 38217.

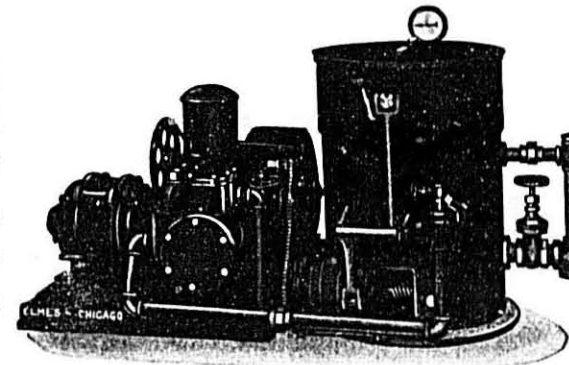
The Elmes "WILL WASH" Die Washer

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

SAVES DIES AND PINS---TIME AND MATERIAL

---CLEAN DIES INSURE SMOOTH GOODS---

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



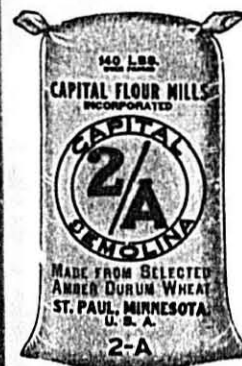
Provision made
through intake
and discharge to
eliminate sour
dough and prevent
foaming.

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Single Washers for Dies up to 15 In.--Double Washers for 2 Dies up to 13½ In., Inc.

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

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Mills
ST. PAUL, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

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First--
INDUSTRY

Then--
MANUFACTURER

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» » **A Message of Good Will** «

JOY, PEACE AND HAPPINESS « « «

May These Be Yours at Christmas and Throughout the New Year

The Officers of the National Macaroni Manufacturers Association join in extending to all members and to others associated with the Macaroni Manufacturing Industry the Season's Greetings.

As we near the close of a year of unsatisfactory business conditions we send you this message of GOOD CHEER on the threshold of a New Year of great promise we send a message of GOOD HOPE.

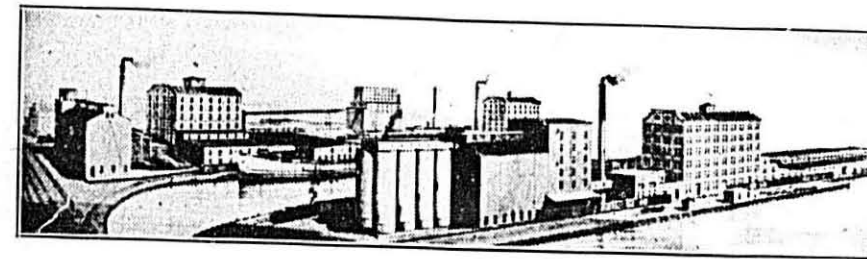
Your Association, through its Officers and hard working, efficient Committees, has endeavored to lighten the load placed on all business by the world wide depression from which we are slowly emerging. If we have succeeded in doing this, even slightly, we are Merry and Happy.

Association members who are supporting the national macaroni advertising campaign, as all leading manufacturers and allied trades should do, and contributors to this outstanding activity of our organization have every reason to be Merry this Christmas Season because they have made a permanent investment from which big returns can rightly be expected.

If in the same spirit this same group will adopt the Uniform Cost and Accounting System now being recommended the prospects for the New Year will immediately become more pleasant and 1931 should be a Happy New Year for all.

By applying the Golden Rule in all our business relations, there will be JOY among all the individuals in the trade, PEACE among competitors and HAPPINESS in the entire industry.

With the spirit of "Good Will Toward Men" filling our hearts, our Christmas will be truly Merry and our New Year verily Happy.



HOLIDAY GREETINGS

AND

SINCERE WISHES

FOR A

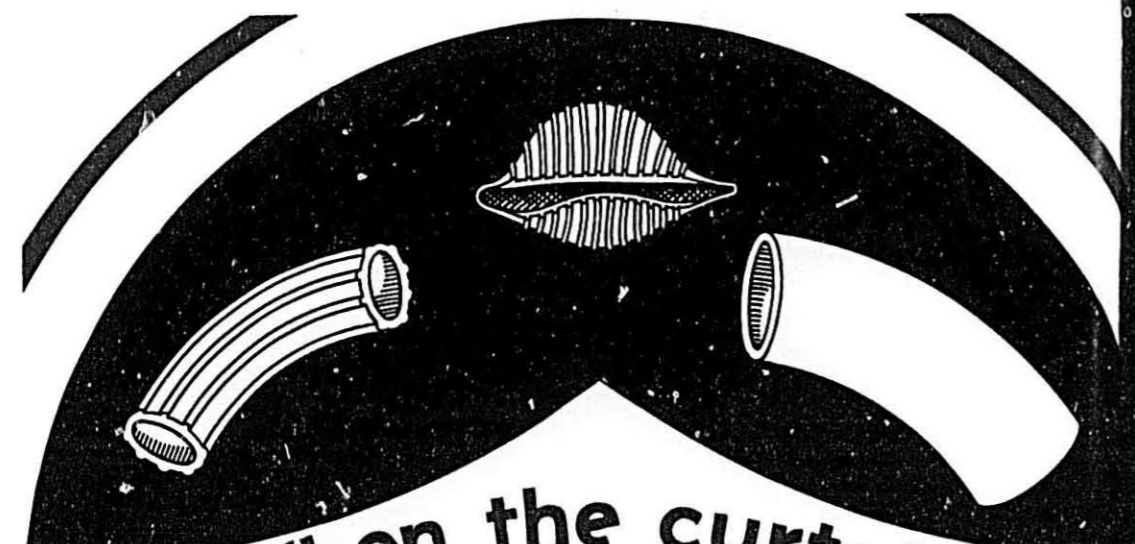
PROSPEROUS 1931

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.



**When the curtain
goes up
we must know our lines**

A POWERFUL advertising campaign is teaching millions of women new uses of macaroni, and urging them to serve it more frequently. We must do everything in our power to back up this advertising, and make it fully effective. Our first and most important job is to see that every package of macaroni purchased by any housewife, anywhere in the country, is so perfect in quality, so delightful in flavor and color, that she will come back again and again for more.

Pillsbury is doing its bit in this striving for quality by manufacturing Semolina and Durum Fancy Patent made from the finest durum wheat available, tested at every stage of milling, finally subjected to the severest test of all—the actual manufacture of macaroni with commercial equipment in testing laboratories.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

**Pillsbury's
Semolina**