

**THE
MACARONI
JOURNAL**

**Volume 12,
Number 12**

April 15, 1931

The Macaroni Journal



Minneapolis, Minn.

April 15, 1931

Vol. XII No. 12

THE TIE THAT BINDS

Many years ago the immortal Abraham Lincoln wisely said about business, "Commerce brings us together and makes us better friends."

So reasoned the pioneer macaroni manufacturers who twenty-seven years ago organized the National Macaroni Manufacturers Association, April 19, 1904.

Membership in the National Association is still the tie that binds together profitably all the elements in the macaroni manufacturing field.

All are welcomed to work with and through this organization to promote greater friendliness and better understanding for the trade's betterment.

"Mutuality" ---and--- "Make Good"

Dies, Presses, Kneaders and Mixers

Egg Noodles and Bologna Machines, Dies



MARIO TANZI & BROS., INC.

OF BOSTON

348 Commercial Street

Cable Address: TANZI BOSTON

Boston, Mass., U. S. A

Code: BENTLEY

April 15, 1931

THE MACARONI JOURNAL

3

The "Swan Song" of the "Soloist"

The MOTTO of the National Association is:

First . . . The Industry
Then . . . The Individual.

Never was there greater need to subordinate individualism for the general trade promotion than at present. The following excerpts from The Business Week are apropos:

The more one ponders the problems of business planning the more complex and perplexing they appear. At the very outset one runs head-on into the question of "COMPETITION vs. COOPERATION."
The planning of business progress is impossible on a *solo* basis, though each individual concern has to do its part.

THOSE WHO THINK OF PLANNING MERELY AS A MATTER OF SHREWD STRATEGY IN OUTWITTING COMPETITORS AND CAPTURING MARKETS FROM SOMEBODY ELSE BY INDIVIDUAL INGENUITY ARE LIVING IN THE PAST.

The fact that by such ingenuity or aggressiveness individual concerns sometimes prosper even in depression is no more convincing evidence against the need of cooperative effort in planning than is the fact that some people escape typhoid epidemics an argument against public sanitation.

Careful study of markets, development of new products and production methods, constant effort toward cost reduction are all indispensable parts of individual policy; but *planning must be built on a broader basis* if business is to mitigate or cure the competitive chaos which led to the present economic crisis and which so urgently invites *planning from the top down*.

The natural nucleus in which such cooperative planning and coordinated action may be centered is the *NATIONAL TRADE ORGANIZATION*.

In the Macaroni Industry of this country the "Tie that binds" is the National Macaroni Manufacturers Association. It welcomes with open arms all manufacturers who believe that trade problems can best be solved by cooperative planning and coordinated action.





first choice ★ ★

THE popularity enjoyed by Two Star Semolina among manufacturers of high quality macaroni products is justly deserved. Everything possible is done in the manufacture of Two Star Semolina to keep it up to a high standard of quality. It is milled from the finest grade of Durum Wheat; our facilities for receiving and testing wheat and our excellent storage facilities make the quality of our Durum Wheat absolutely uniform. The scientifically accurate control system which is exercised over every step of its manufacture admits no variation in color, flavor or gluten strength. Once you have used Two Star Semolina, it will be first choice with you always.

TWO STAR SALES OFFICES

Baltimore: 117 Commerce Street	Chicago: 612 N. Michigan Ave.	Philadelphia: 118 The Bourse
Boston: 177 Milk Street	Kansas City: Elmhurst Building	Pittsburgh: 568 Aiken Ave.
Buffalo: Dun Building, 7th Floor	New Orleans: 535 St. Ann's Street	San Francisco: Merchants Exch. Bldg.
	New York: 410 Produce Exchange	

TWO STAR SEMOLINA

Milled By
MINNEAPOLIS MILLING COMPANY
Minneapolis, Minnesota

THE MACARONI JOURNAL

Volume XII

APRIL 15, 1931

Number 12

Twelve Years of Constancy Wins Industry's Confidence

It is the Industry we serve that matters most."

For twelve years under changing administrations headed by six different members as Presidents, the Macaroni Journal has been in entire accord with the trade and the membership on this point.

This issue completes the Twelfth Volume of this publication as the official organ of the National Macaroni Manufacturers Association. Behind this there are sixteen more years of invaluable service to the trade which gives it a record of twenty-eight years of constancy and consistency as the spokesman of the Macaroni Manufacturing Industry.

A really significant record as far as trade magazines go. Its longevity is attributed to its early choice of a strict policy of trade betterment without personalities or malice, friendliness to all, a policy to which it has held religiously throughout a long, useful career.

When this publication made its first appearance on May 1, 1919 as the Association's own official spokesman its promoters wisely chose as a guiding thought words made immortal by the poet, Emerson—"The only way to have a good is to be one." Never has the management had reason to regret the choice of the early promoters or to change the policies by them laid down a dozen years ago.

The predecessor of this Association-published magazine was a privately owned publication launched in 1903 by the late Mr. Fred Becker who offered it as a means for exchanging views and opinions between members of a new and growing industry. As a direct result of its editorial readings there was organized within the first year of the magazine's existence the present national organization of macaroni makers.

The taking over of the private publication as the National Association's official spokesman was made in 1919 coincident with the naming of a permanent secretary of the organization, with the added duties of Journal editor. This management has continued through the twelve volumes of interesting news, helpful suggestions and unbiased record-

ing of historical facts, the completion of which is being celebrated with this issue.

At the time when this publication was launched as the Association's spokesman just twelve years ago one of the macaroni men most active as its sponsor very prettily said, "May this trade paper always be a ray of sunshine, ever privileged to penetrate anywhere and everywhere in the trade for whose betterment it is dedicated."

Truly has it penetrated practically the entire civilized world. Monthly it carries a friendly message to the manufacturer and a consistent good will toward the allied tradesman, all of which makes it justly popular with both reader and advertiser. Besides entering monthly the plants and offices of practically every worthwhile macaroni and noodle manufacturer in the United States and Canada, it has many subscribers and readers in Mexico, West Indies, Europe, Asia and South America. Though designed as a national trade magazine it is becoming somewhat of an international organ for the industry the world over.

The Macaroni Journal enjoys the business of a select clientele of satisfied advertisers. Of the many whose messages to the trade were carried in the maiden issue in 1919, about a dozen still use its columns and have remained constantly and profitably with the magazine. They are in it not by coercion but by choice, fully sold on the merits of this friendly medium—the message-bearer from seller to buyer.

On the completion of this, the twelfth year of useful assistance to the trade, the management has no thought of boasting; mention is made of another birthday only to recall the passing years of service to the industry, service that has been given willingly and unstintingly. The Macaroni Journal stands proudly on its past record; from this one can readily judge and measure its promises for the future. We are satisfied with the treatment accorded this official publication and the ends attained in line with its established policy.

"Well done is better than well said."

» Macaroni Educational Bureau Section

By B. R. JACOBS
Washington Representative

Since the publication of the last article concerning the work of the Educational Bureau a good deal of interest has been developed in discussing improvements in the standards of macaroni products. Therefore, a discussion of present and past standards of macaroni products seems to be desirable at this time.

In 1915 the Department of Agriculture issued a standard for macaroni products requiring that these to be made from semolina, and the products made from flour should be labeled Flour Macaroni Products. Later the standard was modified so as to permit the use of flour, provided the grade was no lower than a "straight."

These definitions were never enforced, because of the difficulty of proving in court and through chemical analysis or otherwise, additions of other wheat products besides those permitted in the standards. For example, it was impossible to detect admixtures of high grade flours and semolinas and even admixtures of "clear grade" flour and straight, so that the standards were practically useless because of inability of the government to enforce them.

In December 1926 the Food Standards Committee issued amended standards for macaroni products. In these, as may be seen at the end of this article, semolina, farina or flour, or a mixture of any 2 or all of these was permitted. This was done, based on a hearing that was held by the Food Standards committee and the Macaroni Manufacturers on Jan. 18, 1926.

At this hearing Henry Mueller represented the National Macaroni association, L. E. Cuneo represented the United States Macaroni association, T. P. Toomey represented the American Macaroni association. Besides these 3 gentlemen, who were at that time presidents of their respective associations, there were a number of others who attended the hearing. Dr. W. W. Skinner, assistant chief of the Bureau of Chemistry and chairman of the Food Standards Committee, presided, and the whole joint Committee on Standards and Definitions was present.

At this hearing it was brought out by Mr. Mueller that there should be no distinction made between Farina and Semolina, and that the standards should be formulated in such a way as to improve the general quality of macaroni products.

Mr. Toomey insisted on having a definition which would require the labeling of each different class of macaroni, and presented the following resolution, which was, according to his statement, passed the day before at a joint meeting of the United States and American associations. The resolution is as follows:

That all styles of macaroni if made of No.

2, or better, Durum Semolina, shall be stenciled and labeled on each package, "Made From First Grade Durum Semolina"; if made from standard Semolina, they shall be stenciled and labeled, "Made From Second Grade Durum Semolina"; if made from No. 3, they shall be labeled, "Made From Third Grade Durum Semolina"; if made from a Farina of any hard wheat, or if made from flour or a mixture thereof, it shall be so labeled.

At the conclusion of Mr. Toomey's presentation the chairman stated, "We are here defining products, not qualities of these products. You would not say, would you, that the same 'Macaroni' should be denied to these products made from flour?" Mr. Toomey did not respond specifically to the question, but stated that he would allow a man making macaroni out of flour to label it and not deceive the people as to the quality. Later, however, he stated, and so did another manufacturer, that a Durum "patent" made a better macaroni than a No. 3 semolina. The chairman repeatedly stated that it was not the function of the Committee to fix grades of macaroni but merely to fix standards below which manufacturers could not go. He gave as an example the definition of apples. He said, "You might say that Ben Davis is not fit to eat, but the Wine Sap is a fine apple. We are not concerned with the quality at all. It is a question whether Ben Davis is an apple. We are defining a product, and the question I would ask you, if a product made in the form of an alimentary paste from Durum Flour is not to be regarded as a product such as macaroni or noodles, then what is it?"

Mr. Toomey replied that it was an imitation of macaroni, inasmuch as when it was cooked it did not cook as macaroni. However, practically all manufacturers present who spoke at all on the subject admitted that certain grades of flour made a better macaroni than certain other grades of semolina.

The question arose as to whether or not semolina No. 3 was to be called a semolina. Mr. Toomey contended that it was not semolina because it was not the purified middlings. However, it was shown that semolina No. 3 was widely used both here and abroad in the manufacture of macaroni products, and that whether or not it was purified middlings depended on the degree of purification required of middlings. They were certainly not as highly purified as semolina No. 2 but there never has been any definition or standard as to the degree of purification required of a product before it can be designated as a semolina.

It was also shown at the hearing that in Europe, particularly in France, a large amount of macaroni is made from flour of native wheats, that Bologna macaroni is practically always made from flour and that in this country, on the Pacific

coast a large amount of macaroni is has always been made from flour.

The most important consideration the matter of standards and definitions their enforceability. This must be based on their reasonableness and on trade ordinary everyday consumer's understanding. If one group of manufacturers claim that only semolina No. 2 is for making macaroni, and that all products made from anything else are imitations, then they have to have behind the understanding of all other equally reputable manufacturers, as well as that of at least the intelligent class of consumer of the product. Then, of course, anything below what is accepted by legitimate business and knowing consumers is obviously an imitation or a mixture. In this case, however, there seems to be considerable difference of opinion not only between reputable manufacturers but also between consumers concerning the raw materials that may be included in making macaroni products. Therefore the Food Standards Committee has done all it possibly can do which accepts these statements from the trade itself and uses them in formulating its standards.

It is absolutely worse than useless, in my mind, to have standards that are enforceable, as in that case every reputable manufacturer would comply with them and the man who wanted to cheat would go right ahead and do it, as you could not prove a case against him.

There are, however, 2 ways open to the macaroni industry to improve the quality of raw material used in making its products. One is purely educational. Every manufacturer that uses high grade raw material should state that fact on the label of his product. If he wants to go further and state the exact grade of raw material that he uses. The use of inferior grade material can be prosecuted under the present standards if says his product is made from semolina when it is made of a mixture of semolina and flour or of flour alone. Some manufacturers using durum "clears" are labeling their products "Made From Durum Wheat" or "Durum Semolina Wheat." It is unlikely that this kind of labeling can be stopped, as these terms are too indefinite and if closely analyzed are not untrue.

The other remedy that this industry has is special legislation which will empower the Federal government to establish standards of quality of macaroni products just as it has established standards of quality for the canning industry.

However, there are many things that must be considered before the industry can commit itself to this proposition.

15, 1931

THE MACARONI JOURNAL

7

these are considered by the whole industry, no action can be taken. In the meantime, every manufacturer, in and out of the Association, can reach to convince the authorities that high grade raw materials are the only that have a legitimate place in the manufacture of macaroni products by only that kind.

If this were done it would not only give a very convincing argument in favor of high standards, but it would stimulate the consumption of our products. At least but not least, it would certainly have a fine effect on eliminating a lot of cutthroat competition that is at the present time strangling the industry.

The following are the revised and amended standards and definitions for macaroni products as they exist today:

ALIMENTARY PASTES are shaped and dried doughs prepared from semolina, from farina, from wheat flour, or from a mixture of any two or all of these, with or without salt, and one or more of the following: Water, egg, egg-yolk, milk, a milk product. An alimentary paste contains not more than thirteen per cent (13%) of moisture, as determined by the vacuum oven method.

PLAIN ALIMENTARY PASTES are alimentary pastes made without egg or egg yolk, or so made that the content of the solids of egg and/or egg-yolk is, upon a moisture-free basis, less than five and one-half per cent (5.5%) by weight.

EGG ALIMENTARY PASTES are alimentary pastes which contain, upon a moisture-free basis, not less than five and one-half per cent (5.5%) by weight of the solids of eggs and/or of egg-yolk.

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

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

MACARONI, SPAGHETTI, VERMICELLI, are plain alimentary pastes, distinguished by their characteristic shapes.

SEMOLINA MACARONI, SEMOLINA, SEMOLINA, SEMOLINA VERMICELLI, are plain alimentary pastes in the preparation of which semolina is the only farinaceous ingredient used, and are distinguished by their characteristic shapes.

A Selling Suggestion

The macaroni industry is spending annually many hundreds of thousands of dollars in magazine, newspaper, card and display advertising. Here's a suggestion as to how the grocery trade can best realize on this publicity.

Suggest to grocers a special display featuring macaroni products. Show these products on a large table in the front of the store. Surround the display with reprints of the large color ads of these products now appearing in the leading magazines.

Supply grocers with these reprints; also with a goodly number of recipe slips to be handed out to the customers with each order.

As a background for this display, use a large, beautifully colored photograph of Baked Macaroni and Cheese. Next day rearrange the display and back it up with an attractive photo of Spaghetti with Tomato Sauce or some similar dish. An egg noodle display will provide the next change that will attract attention.

These suggestions are practical; have been proved by some of the leading macaroni firms in the country. All have been told by the grocers who used the plan that the increased sales of this profit giving foodstuff have more than repaid the grocers for the extra trouble which the preparation and changing of the display involves.

Pass the idea on to your customers. It's free but worth much to those who make the best use of this novel selling idea.

Italians Defend Spaghetti

Take spaghetti from the Italian! Why even a Fascist official dare not attempt such a thing.

Genoa and the Genoese have long been known for the excellent quality of "Pasta Alimentare" made there and exported to all parts of the civilized world. En masse the common people and the business folks are supporting the pasta manufacturers in defending macaroni and spaghetti as the food of the masses and the classes.

F. T. Marinetti, artist and member of the Royal Academy, who had ridiculed macaroni, spaghetti, vermicelli and the rest of the tribe as barbarian and unesthetic food, has stirred the Genoese. Ravioli was invented here, Christopher Columbus liked it. Its defenders argue that perhaps it was responsible for the discovery of America and anyhow it has contributed to the fame of the city and made its men strong and women beautiful.

From Rome comes the announcement of an actual tryout of the Marinetti scheme. How will it be received by the spaghetti loving Italians?

The first futurist restaurant and as skeptics of the new futurist cuisine say,

probably the last—is shortly to be inaugurated at Turin. Academician Marinetti, the inventor of futurist cooking, is responsible, both morally and apparently financially.

The new futurist restaurant, baptized by its founder "Santo Palato," or Sacred Palate, or Superfine Good Taste, advertises in its manifesto that it will offer for intellectual and refined moderns in "artistic and intellectual surroundings," the dishes for which up-to-date humanity has vainly been longing.

Everything has advanced in modern life save cooking, say the futurists, and, according to him, it is no longer possible for the elite of the modern world to nourish themselves on the unchanging spaghetti, macaroni, beefsteaks, lamb chops, chicken, hot dogs, etc., etc.

The opening menu of the Santopalato restaurant is being kept a secret, but it appears that one of the special plates on the menu will be futuristic "Fillia's Carneplastico" or plastic meats, whatever that may mean.

Will synthetic macaroni replace the wheaty, tasty and delicious product that long has been Italy's principal dish? NO! By all the Roman Gods, NO! shout the Italians from the snow-covered Alps to the scorched plains of Sicily. And their descendants everywhere take up the cry, "We must have our spaghetti in the old fashioned way of good semolina or farina—smothered in piquant sauce of "pome-doro e formaggio."

Noodle Salesmen Hear Ranck

The regular semiannual sales meeting of the Mrs. C. H. Smith Noodle company, Ellwood City, Pa. was held March 21, 1931 in the Pittsburgher hotel, Pittsburgh, Pa. In addition to the firm's selling representatives, the company's officers and members attended. Mrs. C. H. Smith presided. H. M. Ranck, field secretary of the National association made the principal talk of the evening.

Mr. Ranck explained how the National association is cooperating with the retail grocers and wagon distributors in promoting the sales of macaroni products and told of the various methods whereby manufacturers tied up their sales program with the advertising campaign now in progress. The firm was very appreciative of the secretary's advice and congratulated him and the association on his work.

"The year 1930," said Mrs. Smith, "was the most successful and profitable in the history of our company, and all indications are that 1931 will be a still better one. Our firm is cooperating in every way with the association's program, reaping the benefits of increased business due to education of the housewives in the many ways of preparing egg noodles, the firm's specialty."

MILWAUKEE MACARONI SURVEY

The use of package macaroni, spaghetti and noodles in Greater Milwaukee homes has become more general in this market year after year, according to the "1931 Consumer Analysis of the Greater Milwaukee Market," compiled and published by The Milwaukee Journal.

Facts obtained show the growth that has been employed in the consumption of these products. From 1929 to 1931 the number of Milwaukee homes using package macaroni has increased from 64% of the total homes to 74%. Consumer use of package spaghetti has increased from 61% of all homes to 66% during the same period. Package noodles follow the same line of growth with 58% of Greater Milwaukee homes using this product as of Jan. 15, 1931, compared with 43% in 1928.

Of all brands distributed in this market, White Pearl, according to the survey, is the outstanding favorite with Milwaukee housewives. White Pearl macaroni and spaghetti are preferred by 66% of all families using this brand. White Pearl noodles received 64.8% consumer preference. Red Cross brand ranked second in preference, in all 3 products.

A total of 60 brands of package macaroni was reported as being distributed in Milwaukee stores, 54 brands of spaghetti were being used and 67 brands of noodles.

The average yearly family consumption of all 3 products was on the increase during the past year, package macaroni consumption of 36.5 packages per family during 1930 being indicative of the average use of both the other products.

Among other important facts uncovered by this survey are that:

For the year ending Jan. 15, 1931 Greater Milwaukee families consumed 4,484,645 packages of macaroni, 33,065,106 packages of spaghetti and 3,426,086 packages of egg noodles.

For the same period the average Milwaukee family purchased and used 36.5 packages of macaroni, 33.5 packages of spaghetti and 35.2 packages of egg noodles, approximately a package of each every 10 days.

Other brands treated in the survey in addition to the 2 leaders above mentioned are "A&P Encore", "Creamettes", "Mrs. Drenk's", "Pagliacci", "Pfaffman", "Red Arrow", "Silver Buckle", "Hazel".

The Consumer Analysis of the Greater Milwaukee Market is an annual survey of the buying habits of the 165,000 families in this trading area. It has been compiled and published by The Milwaukee Journal since 1922, and according to this newspaper is an accurate and true cross section analysis of consumer preference for food products, toiletries, household needs and automobiles purchased in Milwaukee and suburbs. Information is derived from personal interviews with 3% of the families in Greater Milwaukee.

Costa Rica	282
Guatemala	1,401
Honduras	15,754
Nicaragua	7,301
Panama	63,658
Salvador	146
Mexico	7,949
Newfoundland & Labrador	290
Bermudas	1,498
Jamaica	1,609
Trinidad & Tobago	500
Other British W. Ind.	535
Cuba	43,732
Dominican Republic	29,292
Netherland W. Indies	1,834
Haiti, Republic of	7,367
Virgin Islands of U. S.	180
Surinam	200
Peru	144
Venezuela	507
British India	3,082
British Malaya	1,230
Ceylon	320
China	14,867
Java & Madura	4,606
Other Neth. E. Indies	1,703
Hong Kong	3,543
Japan	6,429
Philippine Islands	8,568
British Oceania	50
French Oceania	957
New Zealand	80
British E. Africa	205
Union of S. Africa	5,511
Gold Coast	120
Nigeria	46
Other French Africa	99
Mozambique	815
Hawaii	66,217
Porto Rico	19,400
Total	6,990,000 \$45,800

1930 Exports and Imports

International trade in macaroni products showed a general decline during 1930 according to reports emanating from the office of the bureau of foreign and domestic commerce at Washington, D. C. Not only did the importation of foreign made products register a small decrease but for the first time in many years American made products exported to foreign shores experienced a very definite setback.

Imports Show Decline

According to official figures the importation of macaroni products (macaroni, spaghetti, vermicelli, egg noodles, etc.) during 1930 reached the lowest level in many years when only 2,776,483 lbs. were appraised at the various ports of entry during last year. For this quantity American importers paid \$231,676 or approximately 8 1/2¢ per lb. During 1929 the imports totalled 2,856,378 lbs. valued at \$263,151, or a fraction more than 9¢ per lb.

Exports Also Decline

From the high point of 10,740,479 lbs. valued at \$925,004 exported during 1929, American made macaroni products sold

to the world during 1930 declined to 8,718,579 lbs. for which exporters received \$704,096. The per lb. value of goods exported also decreased from approximately 9¢ to approximately 8¢.

The January Trend

Figures report for January 1931 show a more favorable trend with respect to quantities imported but despite this the total value was low. The January 1931 imports totaled 215,491 lbs. for which American importers paid \$15,512. In January 1930 the imports were only 206,621 lbs. worth \$18,602.

On the other hand the exportation of domestic macaroni continues to decline according to the January 1931 figures, which show a total exportation of 554,283 lbs for \$39,638. The money received for these exports shows a heavy per lb. decline when compared with the 751,744 lbs. exported in January 1930 for which exporters received \$68,105.

The table below contains figures compiled by the Department of Commerce of quantities and destinations of domestic macaroni products that went into export during January, 1931:

Countries	Pounds	Dollars
Netherlands	9,675	600
United Kingdom	86,534	7,730
Canada	220,433	15,156
British Honduras	1,231	92

Invent Master Insect Killer

Two government scientists, Dr. R. C. Roark and Dr. R. T. Cotton of the Department of Agriculture have reported the discovery of a fumigant that will readily kill insects that damage grain and food. The article, a thylene oxide, has been patented to head off foreign scientists who are preparing a fumigant along the same lines, and donated to the American public though the patent could have been sold for a large sum.

The new compound is "Guardite" marketed by the Guardite corporation of Chicago. It is expected to prove of great value to holders of grain and grain products (cereals, macaroni, etc.) which are subject to attacks of weevil, worms and other vermin. The product is noninflammable and comparatively harmless to man.

Australian Wheat Crop Heavy

It is roughly estimated Australia will produce more than 190,000,000 bu. of wheat in the 1930-1931 crop, whose harvest has been completed. This will be the largest crop on record. After allowing 50,000,000 bu. for seed, feed and home consumption there will be left for export about 140,000,000 bu. says the American trade commissioner at Sydney.

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 able 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 amber durum wheat. It is milled in a new mill having practically double the number of purifiers 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.

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, Minn.

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

GOLD MEDAL
"Press-tested"
SEMOLINA

» AS FRIEND TO FRIEND

Human nature differs little the world over. We are all more or less receptive to appeals to our self interests whether we make or sell macaroni products, build or erect machines, render or receive service, edit or own a trade magazine, or what have you.

When the National Macaroni Manufacturers association for selfish or unselfish purposes assumed control and management of the only magazine exclusively devoted to the macaroni manufacturing industry of this country there was laid down a policy of fairness to readers and advertisers that has ever been its guiding rule. To this policy is attributed the popularity of the publication far beyond the expectations of the sponsors.

All that is news to readers of trade magazines of the nature of this one, is not contained exclusively in the editorial columns. Much almost invaluable news is contained in the advertisements so attractively prepared and interestingly written by the advertising managers of the supply firms offering their wares and services and carefully printed by the publishers. Recognizing this, no opportunity has been overlooked of calling to the attention of the readers the helpful messages contained in the announcements of new machines invented by builders, new containers devised by box makers, better qualities milled into the raw materials and the money and labor saving properties of the numerous accessories offered for plant safety and beauty, as well as for the proper display of the finished products.

An editorial may warn against an impending danger, urge closer cooperation between members or treat glowingly of a new invention; but a well presented advertisement brings inquiries and orders, without fuss or comment. For this reason the editorial staff has ever striven to be on the friendliest possible terms with all advertisers, the dependable source of supply for all the industry's needs. For this reason on the twelfth anniversary of the launching of the Macaroni Journal as the official organ of the N. M. M. A. we assume the privilege of quoting some of the pretty things said about us and our policies by those who know us best.

Our Modesty Permitting

Here are some excerpts from testimonials freely offered by advertisers within the past few weeks. They are quoted not as a matter of pride, though we are truly proud of their nice words, but as an acknowledgement of their thoughtfulness,—expressions of honest opinions as to the need for such a publication and its worth to the industry and allied interests:

By Walter E. Ousdahl, manager of Durum Department, Commander Milling Company, Minneapolis:

The turn of the year is here (Jan. 3, 1931) and of course we are looking forward

to a prosperous one. I, however, want to thank you, Mr. Donna and The Macaroni Journal, for the very fine manner in which you have worked with us in the past. While our contract calls only for an alternate full and quarter page, we have been taking, as you know, a straight full page every month, as we believe it is the best type of advertising that we can get anywhere for our product. For your many favors, Thanks.

By John J. Cavagnaro, Engineer and Machinist, Harrison, N. J.

Great changes and developments have taken place in the Macaroni Manufacturing Industry. These are emphasized by comparison with conditions that existed 70 years ago when the founder of our concern first acquainted himself with the making of macaroni machinery in New York city.

Our personal recollections go back 30-odd years when the industry was still in its infancy and I clearly recall the beginning of the Old Journal in 1903, the first convention that resulted in the establishment of what is now the National Macaroni Manufacturers Association and many incidents of importance thereafter. The National Association and The Macaroni Journal have been important factors in the development of the industry in this country, including the present nationwide educational campaign. The Journal has become indispensable to the industry and proportionally valuable as a medium of advertising.

By Alexander Gallerani, president of Gallerani Drying Machine Co., Harrisburg, Pa.:

I am more than pleased with the way in which my advertising has been handled. Your preparation of copy has been most satisfactory and I want to congratulate Editor Donna on his preparation and presentation of our copy from meager information and instructions given.

By D. Maldari, president of F. Maldari & Bros., New York city sent to the publishers in Minneapolis:

We certainly have to congratulate you and to express our appreciation for the attention and cooperation you are showing this firm. We begin to understand why The Macaroni Journal is a successful publication. We sincerely hope that some day in some way we may have the opportunity to reciprocate.

By W. K. K. Smith, secretary of Charles F. Elmes Engineering Works, Chicago, Ill.

We take this opportunity to compliment you on the manner in which our advertising copy is set up and for courtesies to representatives of our firm at all times. We were among the original advertisers in your first issue, have been with you ever since, with no cause to regret it.

From the start we have received at least one traceable inquiry per publication, sometimes three or four. So far this year we have had 4½ traceable inquiries per month. In addition we are receiving annually inquiries from all parts of the world addressed to us at Chicago which we know are through the efforts of the Journal.

By Thomas L. Brown, manager of Durum Department, Minneapolis Milling Company, Minneapolis, Minn.:

Congratulations on your many years of successful publication, and to you Secretary-Editor Donna on the efficiency and skill with which you have managed the affairs of this paper. Trust that both will enjoy many more years of prosperity and success.

Our business relations with you have been most cordial at all times, and personally I con-

sider the Macaroni Journal the best medium through which to reach the trade.

By Frank LaBombardo, president of The Star Macaroni Dies Manufacturing Company, New York city.

In sending you a renewal contract will be for the past few years, in fact from the very inception of our business we have used the Macaroni Journal as a medium for advertising our products. The replies and amount of business stimulated through your paper have at all times surpassed our expectations.

The many friendships and the pleasant business relations brought about through The Macaroni Journal have greatly indebted us to you personally, Mr. Donna as the editor of this splendid publication. Your work is building up lasting good will for your organization and for us.

By H. Kirke Becker, vice president and general manager of Peters Machinery Co., Chicago, Ill.

In our advertising programs during the past quarter of a century, we have endeavored to reach the broad field of users of our automatic packaging equipment through the medium of trade papers and during this time we have been fortunate in the selection of The Macaroni Journal to bring our message to the great leaders in the macaroni industry. Our first advertisement in the Macaroni Journal began practically with the first issue of the magazine and we have been a continuous advertiser therein ever since. The many friends that we have made in the macaroni industry and the many machines placed in their plants—these have more than justified our foresight in selecting and continuing The Macaroni Journal as an advertising medium for our equipment.

We congratulate the Editor and all those who are responsible for the publication and wish for it many years of useful and successful service.

By Carmino Surico, president and general manager of Clermont Machine Co. Inc., Brooklyn, N. Y.:

For the past 11 years our advertising has appeared constantly in The Macaroni Journal. It has proved the best possible medium for our product. We particularly appreciate the kind cooperation of the management in arranging our advertisements and making them so attractive.

Permit us to congratulate Mr. Donna as editor of this splendid publication and all others who have contributed to the noble spirit behind it that makes the Journal so beneficial to the Macaroni Industry. Every year the Journal contains more and more interesting and rich material. May this same progressive spirit continue in the future.

By Wm. E. Fay, president of the Champion Machinery Co., Joliet, Ill.

From one pioneer to another, permit us to add our expression of felicitation. It has been our pleasure to work side by side with your publication since its inception 12 years ago and to add our modest share to its constant and successful efforts to rear upon the foundation of the Macaroni and Noodle Industry a substantial structure of progressive advancement with the passing years.

Within 2 years the Champion Machinery Company will celebrate its 45th anniversary in industrial life. From our own experience we can well appreciate the courageous efforts of the Journal to consolidate the efforts of the various units comprising the industry toward a definite goal, and we believe and feel that the trade and public are beginning to realize more fully its aims and purposes.

Throughout our dealings with the Macaroni Journal, we have experienced a pleasant sense of friendship which is most important in obtaining tangible results from our advertising.

15, 1931

THE MACARONI JOURNAL

11

Our 1931 Meeting

The annual "get-together" of the Members of the National Macaroni Manufacturers Association, which this year might more properly be termed a "Conference" rather than a "Convention" will be held at the Edgewater Beach Hotel Chicago, Illinois June 16, 17, 18, 1931.

It will differ from conventions of previous years in that it will be strictly a conference of members, attendance thereto being restricted to representatives of macaroni firms and allied trades on the Association's membership roll.

A most helpful program is being prepared for this 3-day meet—business first, but with just enough pleasure and entertainment to make all more eager for more business. Among the highlights will be an exhibit of practically every known brand and an unbiased analysis of them; a study of selling methods that prevail and some valuable suggestions relative thereto; a cost school where cost facts will be considered from every angle; the advertising plans for the second year of the 4 year campaign that has started so auspiciously.

Reserve these dates on your engagement calendar for this conference of the active, progressive macaroni and noodle manufacturers. Sure, it will cost something to attend but it will pay you well to confer with your fellow tradesmen in Chicago, June 16 to 18.

By C. S. Foulds, Noodle Department of Joe Lowe Company, Brooklyn, N. Y.

As an original and continuous advertiser in The Macaroni Journal since its inception, permit us to state frankly that your treatment of us has always been most satisfactory and that we attribute in no small way the nice volume of business that we have always enjoyed with the Macaroni and Noodle Manufacturers to our Macaroni Journal.

By Marie Tanzi, President of Mario Tanzi & Bros., Inc., Boston, Mass.

The Macaroni Journal with its full coverage of Association members and nonmembers in every paste manufacturing country in the world, appeals to us to be an unusually good medium to tie up with macaroni manufacturers everywhere at very attractive rates. Its editorial is interesting and instructive, the advertising attractive and well arranged, all of which makes it a real Official Organ of a progressive association.

Personality does count and it has been a pleasure to work with the friendly editor who is deserving of the highest compliments for his untiring and endless cooperation

with the advertisers. As a result of our publicity in The Macaroni Journal, we have made many new foreign contacts. Just last week we received an inquiry from a large foreign manufacturer who had read our ad in this magazine.

By Alex G. Graff, manager of the King Midas Mill Co., Minneapolis, Minn.

Our treatment at your hands has ever been most cordial and our advertising handled very satisfactorily. As pioneer advertisers we appreciate both.

As a timely warning to the entire trade—Periods of depression and slow business bring on price cutting and resultant lowering of quality—Let's combat this tendency united and whole heartedly for the industry's and the individual's welfare.

Macaroni Third Best Seller--Nets 8.1% Profits

According to a survey made by the board of directors of the Tea and Coffee association macaroni products stand on the list of products distributed by the members of that organization. Questionnaires were sent to their members, listing 50 commodities handled by most of these distributors asking them to designate their best sellers in rotation or in order of their sales. When a compilation of this research was completed Macaroni Products were found to rank the third best seller.

This is good news for the macaroni industry. It should prove a telling talking point to those who sell tea and coffee merchants who are now handling macaroni products or who should be induced to do so.

The National Macaroni Manufacturers association has found that while the average net profit by retailers on the many commodities handled is less than 2%, the net profit on macaroni products exceeds 8.1%.

Retailers make 31.6% gross and net 8.1% on the macaroni products group, says the U. S. Department of Commerce. All the items sold in the grocery stores of the country show from 24% gross profit to 14% gross loss. The average net profit is less than 2%.

That is another reason that macaroni manufacturers should advance to retailers to push macaroni products at all times. With the big profits assured can they afford not to? That 8.1% net profit should get for macaroni products the respect and consideration that is apparently lacking in many retail outlets who look upon macaroni products as just another article of food. TELL 'EM and SHOW 'EM!

A man is praised too much when he is dead and abused too much when he is living.

By J. J. Padden, president of the Weston Milling Co., Crookston, Minn.

Being thoroughly pleased with the Macaroni Journal as an advertising medium for our products and deeply indebted to you, Editor Donna, for the many constructive suggestions you both, knowing your task has been extremely difficult one. You have our best wishes for a continuation of the good work of interest of the macaroni and noodle manufacturing industry.

Our recollection goes back quite distinctly to a time years ago when the first issue of the Macaroni Journal was gotten out, and we had our doubts at that time as to the merits of publication, but we are happy to say that each month the results of our advertising in your Journal have been highly gratifying.

By A. H. Crosby, vice president of Baburn Crosby Co., Minneapolis.

Very progressive, forward looking industries must have a live trade journal for the exchange of ideas, the broadcasting of new developments, and keeping members of the industry abreast of the times in all ways.

The Macaroni Industry is fortunate in having such a journal. It has been our pleasure to be numbered among the advertisers in this journal practically since its first issue. We feel that our messages to the manufacturers are not only being interesting but helpful to the industry, particularly our activities with services looking toward greater use of macaroni products in American homes. We congratulate the Journal and assure it continued support and interest in all forward looking movements.

By N. J. Cavagnaro, treasurer of the Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

Industries require some sort of a medium by means of which the advertisers as those directly connected with the industry, may air their views. The Macaroni Journal has met this need in a very desirable manner.

Not journals published in the interest of a particular industry, are issued through a publishing house whose only motive for doing so is the profit that can be derived. The Macaroni Journal, instead, is issued for the benefit of the macaroni manufacturing industry and all items therein are nonpartisan in character and general in scope.

It is very gratifying to be able to boast of an original advertiser and that our success as macaroni machinery manufacturers be attributed to a great extent to the excellent manner in which our advertisements are always being displayed. To its able editor we wish continued health and prosperity and we may continue to serve the interests of the macaroni industry as ably in the future as he has done in the past.

By John F. Diefenbach, manager of Amber Milling Co., Minneapolis:

The Macaroni Journal is a very fine publication for the macaroni trade. When one wishes to consider the limited number of macaroni manufacturers, the sponsors are to be complimented on the excellent magazine they are publishing. While our advertising is not extensive, we feel fully repaid and watch for and read fully The Macaroni Journal.

By A. J. Fischer, manager of Durum Department, Pillsbury Flour Mills Co., Minneapolis, Minn.

Trade magazines are judged from 2 angles, reader interest and advertising worth. As the original advertisers in the Macaroni Journal, having occupied the back cover position since its launching, we feel that it serves as most excellent medium for the exchange of ideas within the industry. It is our hope that The Macaroni Journal will long continue important service to the trade.

Secrets of Successful Trade Marking

Don't Register and Forget It

By WALDON FAWCETT

Not a few of the members of the macaroni industry who possess valuable brands or trade names may be in peril, this minute, because they have been led into too easy a manner of business life in one respect. Their fault, or oversight, or misfortune, whichever you will, is that they have allowed themselves to be lulled into a false sense of security by the belief that trade mark protection in the United States, once established or invoked, is automatic and perpetual. At that, we are not blaming anybody for their attitude.

It comes in part from the fact that as a people we delight to dodge trouble and routine detail. We rejoice over the mechanical and the automatic whether it be a heating plant or an electric clock. Busy business men in particular, demand the utmost in arrangements that will save time and executive attention. We have heard much of the type of investor who prefers to buy gilt edge bonds that he can place in the safe deposit box and forget. With the same impulse to escape any detail that may be dodged, many a manufacturer has nursed the idea that once his precious trade mark is registered he may lock up his certificate in the office safe and forget the entire matter.

No such easy going luck, if the trade mark owner desires to get the most out of the industrial-property right in his most valuable asset. A trade mark requires watching just as does a factory and its equipment or any form of physical property. There is a matter of maintenance or upkeep in larger measure than some folks suppose. And there is the matter of the influence of changing conditions and changing environment. Or, again, consider that, on the one hand an ever-changing legal status—new laws and new interpretations of old laws—affects even the oldest established macaroni mark. On the other hand revolutionary changes within the macaroni industry and in the eating habits of the macaroni consuming public are capable of affecting indirectly if not directly the equity in a macaroni prestige mark.

Lest the too confident macaroni brander leave his hard won trade mark to take care of itself, let him be reminded that a trade mark registration is in effect an insurance policy. And like any other insurance policy it needs must be renewed. Not very frequently, of course. A matter of 20 years, in the case of federal registration. Still, it is something to have in the back of one's mind. Especially, if a macaroni manufacturer has taken over his leader-brand or line-mark from a predecessor who set up in business some years back.

If the macaroni producer sees a chance to market his products outside the coun-

try—even in such nearby markets as Canada, Mexico, Cuba, etc.—he must know whither to lay hands on his original certificate of registration. Any foreign registration must be based on the original diploma given by Uncle Sam. And the Yankee manufacturer who is branching out must expect to be called upon to show a clear title. Indeed, he may be called upon for documentary proof that he has a better title to the brand than has some other claimant, who has sought to register it or has already registered it in the foreign country.

What needs more emphasis in this connection than all else is that there is no self starting aggressive, protective function in the trade mark franchise that is granted at the U. S. Patent Office. No properly advised macaroni maker will ever register a trade mark and then sit back expecting that the mere notice "Trade Mark Registered" will deter or scare off imitators or infringers. This "No Trespassing" sign is not all-sufficient, because trade mark copyists realize full well that Uncle Sam does not take it upon himself to enforce respect for registered trade marks. And furthermore, the infringers gamble on the faith that in many instances the situation is just what we have pictured—a trade mark owner sitting with hands folded in the bland assumption that the mere fact of certified possession is going to shoo away all poachers.

One risk that many a brand owner takes is to lose all interest in the workings of the federal clearing house for trade marks, once he has his own certificate of registration safely in his hands. As our readers know, there is issued weekly a publication known as the Patent Office Gazette which pictures and describes each candidate for trade mark registration as application is made for en-

try. When a brand owner is waiting pedigree his own private buy-word watches the weekly bulletin like a hawk. But once his application has gone through, the average brand-owner gets all about this cumulative dictionary of trade marks.

As a matter of fact the trade mark owner, or a lawyer empowered to act for him, ought to scan every successive issue of the Official Gazette. Because in the posting is found his only warning of approach of a near-duplicate or dangerously similar mark which if allowed registration, may induce confusion on the part of customers with the older trade mark. If the trade mark owner religiously takes a peep at the passing trade mark show he will have ample time to file an objection or "opposition" before the encroaching trade mark to which objects can be registered. But if he is sleeping soundly at this preliminary stage he may awake to find an obnoxious and dangerous shadow-mark duly registered. Then his only recourse is the tedious and costly process of seeking cancellation of the overlapping mark, always with doubtful results. Meanwhile goods have probably been in distribution under the mark complained of.

It may not have occurred to some of our readers, but the fact remains that a macaroni manufacturer cannot afford to leave his trade mark out of the reckoning when he makes any important changes in his line setup or in his production policy. Suppose the marketer of a lone special or a full line is branching out by adding a new item. If the new number is very closely related in character, ingredients and uses to the parent product, original trade mark registration may compass it as being in the same commodity classification. But of even this one may never be sure without investi-



Black Cat room in the Edgewater Beach Hotel, Chicago, meeting place of the 1931 Macaroni Manufacturers association, June 16-18

15, 1931

THE MACARONI JOURNAL

13

Consolidated Macaroni Machine Corporation

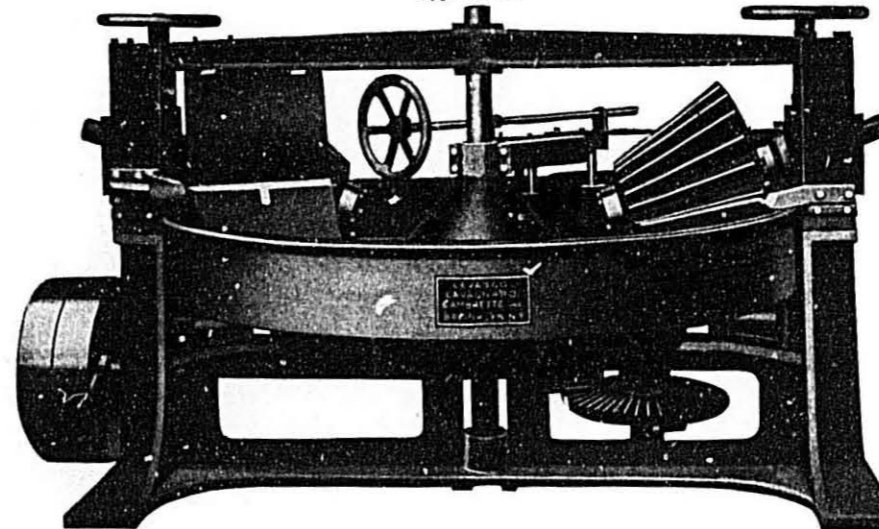
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

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

tion. Should the new specialty or side line addition be more or less dissimilar in character a new registration is in order. Even if marketed through the same outlets to the same class of customers it may be that discretion will prompt the registration of the mark in a new class to accommodate the extra item.

The same course of caution should needs be pursued if a manufacturer is changing the composition, etc. of his product. He has stated, when he obtained his original trade mark registration, that he was registering the chosen mark for use on a specific product. If he has revised his formula it is a case of safety first to reregister so that nobody can come along later and quarrel with the fact that the trade mark is not in use on the identical commodity to which it was originally allotted. Under exactly opposite circumstances the same advice holds good. Sometimes a macaroni man never varies his product an iota, but at some stage of the game he revises or slightly changes his trade mark. Or takes it into his head to use only part of the mark as originally enrolled. All this is permissible. But he should make his peace with the Patent Office or risk invalidating his protection.

Finally it is not wise to take for granted the status of trade marks when a macaroni business changes hands or is brought into a merger or is involved in bankruptcy proceedings. It is established that a trade mark goes with the good will of the business with which it is associated and that no trade mark can be sold or transferred apart from business good will. Even so, costly and annoying proceedings in court have been necessary now and again because somebody overlooked a trade mark in setting down the particulars of a business deal, or trusted to an oral agreement without witnesses. By and large, safe advice is to never forget your trade mark nor mislay the documentary evidence that supplements and reinforces your official registration certificate as attesting your superior right of possession through prior and continuous use of the mark in interstate commerce. For trade mark vindication doesn't trust entirely to your memory or the memories of employees.

Sister Train to Gold Medal Fast Freight

In addition to the well known Gold Medal Fast Freight now being broadcast over the Columbia Broadcasting System, the millers of Gold Medal "Kitchen-tested" Flour have decided to broadcast a new radio feature known as the Gold Medal Express, as part of their enlarged advertising activities for 1931. Features of Gold Medal's newest novel program, the Gold Medal Express, are an internationally known recording orchestra, the Gold Medal Cake Flour Orchestra; the "Kitchen-tested" Twins, double piano artists; the Wheaties Boys, Crispy, Crunchy, and Munchy, a noted recording trio, in song and comedy numbers. Each program of the Gold Medal Ex-

press will offer a specialty number. First to appear as guest artist is Roy Smeck, popular steel guitar recording artist who is scheduled to make a ukelele imitation of Bill Robinson's famous Upstairs-and-Down tap dancing number. Musical numbers on the first program and given by the Gold Medal Cake Flour Orchestra, the "Kitchen-tested" Twins, or the Wheaties Boys—who will all appear on subsequent programs are: "You're the One I Care For," "Lonesome Lover," "Just A Gigolo," "Ninety-Nine Out of a Hundred," "Piano Pan," "Peanut Vendor," and "I'm Happy When You're Happy." Each week the Gold Medal Cake Flour Orchestra will present a group of the most popular musical selections of the week.

WJZ and associated radio stations of the National Broadcasting company will carry this program each Monday evening at the same time over a network of 22 stations, extending from New York to the Rocky mountains.

The new program will in no way interfere with the regular weekly broadcast of the Gold Medal Fast Freight. Eddie the Gold Medal organist and the Wheaties Quartet will pilot this famous musical freight each Wednesday evening from Minneapolis over an extensive network of the Columbia Broadcasting System.

The millers of Gold Medal "Kitchen-tested" Flour point with pride to their 2 mammoth evening radio spectacles—the Gold Medal Fast Freight and the Gold Medal Express. The latter program will originate in the studios of Radio Station WJZ, New York.

Macaroni Salad Wins Prize

First prize honors were awarded recently to a macaroni salad recipe entered in a popular macaroni recipe contest sponsored by the institute staff of the New York Herald-Tribune. The contest brought out many brand new recipes, including macaroni in salads and desserts and substantiated a truth long recognized by the macaroni manufacturing industry that many a meatless meal is made substantial by a delicious macaroni dish and that meat casseroles are greatly improved by the addition of spaghetti or some of the fancy shapes of macaroni products.

"Year round, on tables the world over," says the institute staff in reporting its findings with the statement that macaroni lends heartiness, "macaroni satisfies many enthusiastic appetites. Searching for the secrets of the best home cooks in serving this healthful food we are beginning to realize to what a great extent American menus depend on this wheat product. The returns also showed that macaroni finds its way into every meal of the day—breakfast, lunch, dinner and midnight supper—yes, even into desserts. And in many cases they showed how this substantial food product can be made into a whole meal in itself."

"The judges of the contest tried macaroni products with fruits, with vegetables, with spiced sauces, with

meat balls, in fritters, pancakes and custards, and finally rested satisfied with their choice of a molded macaroni salad that gave an unusual combination of flavors as well as being distinctively decorative—a real virtue in macaroni dishes—very easy to eat.

Molded Macaroni Salad

½ pound macaroni
1 cup cold water
½ cup celery cut fine
½ cup mayonnaise
1 cup whipping cream
1 package cream cheese (3 oz.)
1 tablespoon lemon juice
1 tablespoon grated onion
1 tablespoon sugar
1 teaspoon finely chopped parsley
½ teaspoon salt
4 quarts boiling water
4 tablespoons salt

Cook macaroni in boiling salted water using the four tablespoons of salt, for fifteen minutes, drain, wash with a little cold water and chop fine, enough for three cups.

Soak gelatin in the cup of cold water ten minutes, then place over boiling water, add cheese and keep hot until cheese is melted. Cool slightly, add all other ingredients, excepting cream; when it is thoroughly cold and before it sets whip cream very stiff, add to macaroni mixture by folding it in carefully, place in ring mold. When cold turn on large plate and surround with hearts of lettuce.

Proud of Macaroni Production

Commercial interests of St. Louis, Mo. point with pride to the annual production of macaroni products in the several plants within the city's confines, taking justifiable pride in the shipment of this home product to many foreign countries. Macaroni manufactured in St. Louis claim the civic leaders, suspends elusively from some 50,000 forks at the daily dinner hour—from American forks, from Mexican spoons, from Chinese chopsticks, and eating utensils of other foreign countries.

St. Louis professes to be the largest producer of macaroni products west of the Mississippi river, about 30,000,000 pounds annually. In 1903 the largest firm in St. Louis was able to turn about 50 barrels of flour a day into finished products. Today the largest firm will convert more than 200 barrels of semolina into the golden tasty bends, figures, designs and odd shapes, each with its own gustatorial appeal.

St. Louis macaroni is shipped to most all the markets of the United States and to many foreign countries, including Mexico, Cuba, Haiti, Panama and other leading Latin nations. It is estimated the gross income the sale of macaroni brings to the St. Louis manufacturers and distributors is \$3,000,000 a year.

Muddled

He woke up with a "morning after the night before" head. So he rang up his employer's private number and said, "I'm afraid I shan't be at the office today, I'm not feeling very well."

"You needn't have troubled," came the reply, "it's Sunday."—Liverpool Echo.

75%
of our orders
are repeat business

THE steady volume of repeat business we enjoy is convincing proof of the excellence of Commander Superior Semolina. By rigidly maintaining the high quality and dependable uniformity of our Semolina, we have protected our customers against loss through fluctuations in color, flavor, and gluten content—and have helped them increase their business. And our customers show their appreciation by continuing to send us their repeat orders. It is an everlasting circle of mutual service—everlasting because the high quality and uniformity of Commander Superior Semolina will always be maintained.

YOU COMMAND THE BEST WHEN YOU
DEMAND COMMANDER

COMMANDER
SUPERIOR
SEMOLINA

Commander Milling Company
Minneapolis, Minnesota



BUSINESS TALKS

By FRANK FARRINGTON

PICK A GOOD ONE AND SOCK IT!

The country is full of young men who want to know of an easy, simple way of achieving success.

But "Who's Who," which lists pretty nearly all the living men who have succeeded largely, doesn't give the names of any who have found an easy way of doing it.

The recipe offered by the man who has succeeded always sounds easy enough. Players ask Babe Ruth how to hit 'em out the way he does. The Babe says, "There's only one answer to that question: pick out a good one and sock it!" That sounds simple, but try to do it!

A lot of men have won success by carrying out that same idea translated into business terms. They have watched for a good chance, for something they were sure offered real opportunity, and then they have hit that opportunity for a row of successes. But it hasn't been easy, even after they found the good chance.

The history of most men's success, if the success has been truly remarkable, is the history of a long, hard fight, an uphill struggle.

Charles Goodyear was on the verge of starvation for himself and his family for 11 long years while he sought for the secret of vulcanizing rubber. At times everything his family possessed had to be pawned to buy food. His children gathered fuel from the fields. He spent a term in prison for debt. His neighbors called him crazy. But he succeeded and it paid.

The mere fact, however, that one's way is difficult does not prove it is the right way. It is as much the part of wisdom to know when you are on the wrong track and back up as to know when you are on the right track and keep going.

Fannie Hurst tells of her attempt to make good as a sales girl at a ribbon counter. She struggled gallantly until, as she says, "Trying to figure the cost of 4¼ yards of ribbon at 5½ cents a yard proved my Waterloo and my resignation at the end of the week was not entirely voluntary."

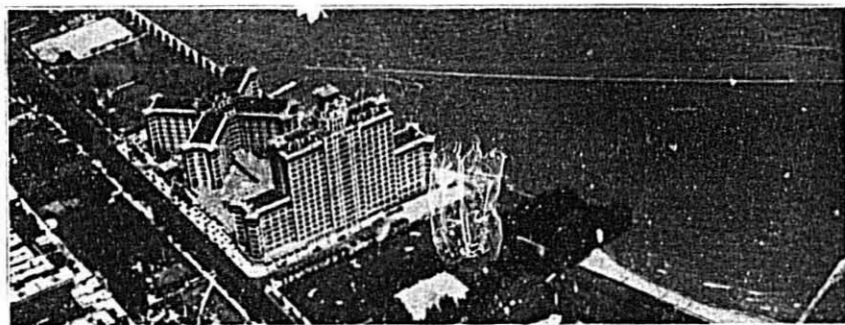
Be sure you are right and then go ahead, or be sure you are wrong and then back up.

(All rights reserved)

Commerce Secretary's Decalogue

Business has learned several salutary lessons from the trials experienced during the period of depression through which the country has just passed, trials that have put even the strongest to the test. The interdependence of our busi-

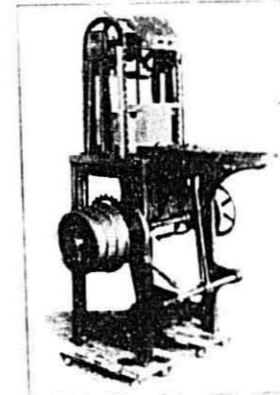
ness activities and how closely one line is interwoven with others has been clearly revealed by the crisis that further proved that business is no longer on the lone wolf, every-man-for-himself basis. That is the general summary of the views expressed by Dr. Julius Klein, assistant secretary of commerce in an address



Airplane view of Edgewater Beach Hotel, Chicago, where the 1931 Conference of the National Macaroni Manufacturers association is to take place, June 16-18

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

wherein he enumerated some his impressions in reviewing the business depression of the past year or more.

- 1—Don't blame the depression for everything which has marred the tranquility of the economic scene since 1929.
- 2—Don't compare peaks with slumps. Both are abnormalities.
- 3—Don't fall into the fallacy so general among European industrialists of expecting the wage earner to bear the brunt of the readjustment.
- 4—Don't cut loose from associated activities in business. Short-sighted "economy" is the sheerest extravagance at this stage.
- 5—Don't ignore the amazing power of the new technology. Our engineers, our chemists, our inventors, have never shown such relentless zeal at present.
- 6—Don't cut marketing research.
- 7—Don't overlook the stabilizing value of foreign markets.
- 8—Don't fall again into the perils of mass mania, delusion that the sole purpose of business is "busy business."
- 9—Don't overlook the perils of obsolete equipment.
- 10—Don't be stampeded by unfounded rumors. They are the fodder of which crises flourish.

Not This Day and Age

Methuselah ate what he found on his plate

And never, as people do now,

Did he note the amount or caloric count;

He ate because it was chow.

He wasn't disturbed as at dinner he sat

Destroying a roast or a pie,

To think it was lacking in granular fat,

Or a couple of vitamins shy.

He cheerfully chewed every species of food,

Untroubled by worries or fears,

Lest his health might be hurt by a fancy dessert,

And he lived over nine hundred years!

The Restaurant Man.

» » PRIZE WINNERS «

In the \$5,000.00 National Recipe Contest Sponsored by the National Macaroni Manufacturers Association Last Fall

Leaders among the 32,024 women in the United States and Canada who submitted 129,098 recipes as entries for the prizes offered for the best recipes for use of Macaroni, Spaghetti or Egg Noodles.

For Macaroni Recipes

FIRST PRIZE WINNER



Mrs. Morris Wexler
St. Augustine, Fla.

SECOND PRIZE WINNER



Mrs. Edw. F. Holmes
Oakland, Calif.

THIRD PRIZE WINNER



Miss Opal De Bois
Searcy, Ark.

For Spaghetti Recipes

FIRST PRIZE WINNER



Miss Jennie Cassidy
Astoria, Ore.

SECOND PRIZE WINNER



Mrs. Truman Kirby
Orchard, Nebr.

THIRD PRIZE WINNER



Mrs. Paul W. McCown
Winslow, Ariz.

For Egg Noodle Recipes

FIRST PRIZE WINNER



Miss Marie Wright
San Gabriel, Calif.

SECOND PRIZE WINNER



Mrs. H. Guest
Lombard, Ill.

THIRD PRIZE WINNER



Mrs. Anna Vogtes
Medford, Mass.

Nationally known food authorities judged the recipes and unanimously awarded the prizes. The judges were Mrs. Sarah Field Splint, Director of Food & Household Department, McCall's Magazine, Maxine, chef of The Benjamin Franklin Hotel, Philadelphia and Jean Rich, Recipe Counselor, National Macaroni Manufacturers Association.

May 15, 1931

THE MACARONI JOURNAL

19

Prize Winning Recipes

MACARONI RECIPE PRIZE WINNER
First Prize \$500.00 to Mrs. Morris Wexler,
St. Augustine, Fla.

Winning Recipe

LEMON SURPRISE PUDDING

1/2 lb. macaroni
1/2 lb. cottage cheese
1 cup sweet milk
1 cup raisins
2 apples (peeled and sliced very thin)
3 eggs (beaten)
1 cup bread crumbs
1 cup shredded coconut
3 tablespoons grapefruit
1 teaspoon nutmeg
1 teaspoon cinnamon
1/2 teaspoon salt
1/4 cup sugar
2 teaspoons lemon juice

Cook macaroni in rapidly boiling water until tender. Drain. Mix together all other ingredients, add to macaroni and mix lightly. Put in well buttered pudding dish and bake until light brown in a moderate oven. When done, remove from oven and spread the top of pudding thickly with lemon sauce, then sprinkle thickly with coconut. Put pudding back in oven and bake a few minutes until coconut is light brown.

Lemon Sauce

2 lemons (juice and rind)
1 cup sugar
3 tablespoons corn starch
2 cups boiling water
1 cup coconut (for top of pudding)
2 eggs

Mix dry ingredients with boiling water, cook slowly until thick. Add beaten eggs, add lemon juice and rind, beat until smooth.

Second Prize \$250.00 to Mrs. Edward F. Holmes, Oakland, Calif.

Winning Recipe

MACARONI FANTASIE

4 slices bacon
4 tablespoons butter or bacon drippings
6 tablespoons bread crumbs
2 cups fresh diced cucumbers
1 small can tomato hot sauce
2 cups cooked macaroni (salad or elbow variety)
2 eggs
8 walnuts
salt
pepper
cayenne
6 green peppers

1—Cut bacon into small pieces and fry. 2—Melt butter or bacon drippings. 3—Add bread crumbs and brown. 4—Add cucumbers, hot sauce, seasonings, mixing well. 5—Add macaroni which has been drained well, stirring as gently as possible. 6—Beat eggs lightly with salt. Stir into mixture quickly. Remove from heat. 7—Add chopped walnuts without stirring more than necessary, to mix thoroughly. 8—Add green peppers which have been parboiled 15 minutes, place in baking pan and bake. Temperature: 350 degrees. Time: 20 minutes. Serves 6.

Third Prize \$100.00 to Miss Opal De Bois, Searcy, Ark.

Winning Recipe

MACARONI BUTTER-SCOTCH PUDDING

1 cupful brown sugar
2 tablespoons butter
2 cupfuls hot milk
2 tablespoons powdered sugar
1 cupful cooked macaroni
2 eggs
4 teaspoons salt
juice of 1/2 lemon
1 teaspoon vanilla

Melt the brown sugar and butter over the fire and cook till dark brown, but not burnt. Then pour over the mixture the hot milk and simmer for 10 minutes. Have the macaroni cooked, press out all the water from it. Pour the milk, sugar and butter mixture over the macaroni and beat in the yolks of the eggs,

salt and vanilla. Pour into a buttered baking dish and bake in a pan of water for 45 minutes. Beat the whites of the eggs stiff and add the powdered sugar and lemon juice, beat again. Spread over the pudding and brown slightly in a cool oven. Serve warm or cold.

SPAGHETTI RECIPE PRIZE WINNER
First Prize \$500.00 to Jennie Cassidy,
Astoria, Ore.

Winning Recipe

JENNIE'S SPAGHETTI SPECIAL

3 tablespoons butter
2 tablespoons flour
1/2 teaspoon celery salt
1/2 teaspoon onion salt
1/4 teaspoon white pepper
1/4 teaspoon thyme
1/4 teaspoon rubbed sage
1/2 teaspoon chili powder
2 cupfuls of rich milk
1 medium size head of cabbage
6 slices bacon (broiled and minced)
1/2 cup cooked ham, diced
1/4 cup grated sharp cheese
1/4 cup diced green peppers
1/2 package spaghetti
buttered bread crumbs

Boil the spaghetti in salted water until tender and drain. Melt the butter and stir in the flour which has been blended with all of the seasonings. Add the milk and cook to a smooth sauce. Shred the cabbage and boil briskly in a generous amount of water for 10 minutes. Drain. Place alternate layers of spaghetti, cabbage, bacon, ham, cheese, green pepper and seasoned cream sauce in a large buttered baking casserole. Cover with buttered bread crumbs, and bake in a moderate oven (350° F.) for 30 minutes. Serve very hot. (The spices in this sauce make this dish unusually attractive.)

Second Prize \$250.00 to Mrs. Truman Kirby, Orchard, Neb.

Winning Recipe

LIVER TIMBALES WITH MUSHROOM SPAGHETTI SAUCE

1/2 lb. calves liver
4 tablespoons butter
1/2 cup bread crumbs
1/4 cups milk
1/8 teaspoon pepper
1 tablespoon chopped parsley
1 teaspoon chopped onion
4 eggs
1 teaspoon salt

Cook liver slowly in small amount of boiling water for 10 minutes. Drain and save the liquid (should be one cup). Run liver through food chopper. Melt butter in saucepan. Add bread crumbs and milk and cook slowly for 5 minutes. Add liver, parsley, onion, slightly beaten eggs, salt and pepper. Turn into greased individual ring or shell molds and place them in a pan of hot water. Bake in a moderate oven (350° F.) about one-half hour. Fill centers with—

Mushroom-Spaghetti Sauce: Peel and slice 1/2 lb. mushrooms and saute in 2 tablespoons butter for 3 minutes. Remove the mushrooms, add 2 tablespoons flour and stir until smooth. Add 1 cup liver stock gradually. Cook until thick, stirring constantly. Add spaghetti and 1/2 cup cream. Add salt and pepper to taste with the mushrooms. Heat all thoroughly and fill liver timbales. Garnish with parsley and slices of crisp bacon. 6 to 8 servings.

Third Prize \$100.00 to Mrs. Paul W. McCown, Winslow, Ariz.

Winning Recipe

ITALIAN SPAGHETTI

1 lb. long spaghetti (serves 8 people)
Sauce:
1/2 lb. salt pork
1/4 lb. liver
1 clove garlic
1 medium onion
1 green pepper
3 stalks celery (use leaves)
3 or 4 Japan chili peppers
1 large bay leaf
1 can Italian tomato paste
1 can tomato sauce

1 can solid pack tomatoes (1 lb. 3 oz. size)
1 tablespoon chopped parsley
1 can button mushrooms
Italian grated cheese

Dice salt pork and fry out in saucepan. Add liver, onion, celery, and green pepper, which have been cut up; also crushed garlic clove and chili peppers. Add about 1/4 to 1/2 cup vegetable oil and cook until juices are drawn from vegetables. Strain this fat and oil into the tomato mixture. Taste and season with a little sugar and salt and pepper if needed. Add parsley and bay leaf and cook down until sauce is smooth and not watery (about 2 hours). Sauté mushrooms in oil and add to sauce just before serving. Cook spaghetti in salt water about 15 minutes—do not let it come too soft. Drain and run cold water through it. Turn out on large heated platter, pour sauce over and serve immediately. Cheese is served at table to suit individual taste.

EGG NOODLE RECIPE PRIZE WINNER

First Prize \$500.00 to Marie W. Wright, San Gabriel, Calif.

Winning Recipe

CASSEROLE OF TUNA AND NOODLES

1 package noodles
1 can tuna
1 package pimento cheese
1 small can mushrooms
1 green pepper (chopped)
3 hard-cooked eggs
1/2 ripe olives
1/2 cups milk
3 tablespoons butter
3 tablespoons flour
Seasonings

Cook the noodles in boiling, salted water, drain. Make a white sauce of the butter, flour, milk and seasonings. Combine all ingredients and bake in moderate oven 350°. Serves 8 to 10 persons.

Second Prize \$250.00 to Mrs. H. Guest, Lombard, Ill.

Winning Recipe

LENTEN DISH

1 package egg noodles
1 cup diced carrots
1 cup diced turnips
1 cup peas
1 chopped pimento
1 small onion minced
1 medium can tuna fish flaked
1/4 teaspoon salt

Cook the noodles and strain off the liquid. Cook the vegetables and salt in enough water to cover, and save the liquid in which the vegetables were cooked. Make a sauce of—

1 cup liquor from cooked vegetables
1 cup milk
2 tablespoons flour mixed to a paste with a little of the milk
4 tablespoons butter
1 teaspoon salt
1/4 teaspoon pepper

In a casserole put a layer of noodles, then a layer of the mixed vegetables, and then a layer of the flaked tuna fish. Repeat this process until all the ingredients have been used. Pour the sauce over the contents of the casserole. Cover the top with one cupful of buttered bread crumbs. Bake this dish 30 minutes at 400 degrees, and serve it hot.

Third Prize \$100.00 to Mrs. Anna Vogtes, Medford, Mass.

Winning Recipe

CUBAN NOODLE PUDDING

Break into small pieces and boil 1/2 lb. egg noodles until tender, drain and put in a pudding dish with an equal amount of shredded coconut and 5 one-ounce packages of preserved ginger cut in small pieces. Beat one pint of cream and pour over the mixture in the pudding dish. Let cool to lukewarm then add 2 well beaten eggs. Set pudding dish in pan of hot water and bake in a slow oven until thick as custard (about 1 hour). Serve with ginger syrup which should be warmed and poured over the pudding.

» The Minnesota Macaroni Company

A Pioneer Food Manufacturing Firm of the Northwest---A Charter Member of the National Macaroni Manufacturers Association

Nearly 40 years ago a young man, native of St. Paul, Minn., remembering the tastes of his forebears for good, nutritious foods, launched a small business that has since developed into one of the best known macaroni producing plants in that section of the country. The founder was Eugene T. Villaume; the date 1892. His firm, the Minnesota Macaroni company, has grown from a small plant in rented quarters into a most formidable, modern and progressive business comfortably housed in one of the most modernly and scientifically equipped factories in the country.



Eugene T. Villaume
President

Mr. Villaume during his whole eventful career has been closely allied with every important civic and industrial activity of his native city and state. Early in his macaroni manufacturing experience he learned to appreciate the need and value of co-operation within the industry to combat problems peculiar to it. When a national organization was proposed as a protective measure he was among those who worked longest and hardest for its establishment, and in April 1904 his firm became a charter member of the National Macaroni Manufacturers association. That he has not changed his views in 27 years is evidenced by the fact that his firm today remains as the only Minnesota firm to retain its affiliation with the national organization.

was F. X. Moosbrugger who at the organization meeting of the National association in Pittsburgh, Pa., April 19, 1904 presented a paper that was read



Present factory of the Minnesota Macaroni Company



Walter F. Villaume
Vice President



E. J. Villaume
Treasurer



F. X. Moosbrugger
Secretary

pany at meetings and conventions has been shifted to younger shoulders.

Mr. Villaume continues as the active head of the business. With him are now associated his 2 sons, Walter Villaume, vice president, and Eugene J. Villaume, treasurer, who were taken into the firm about 5 years ago.

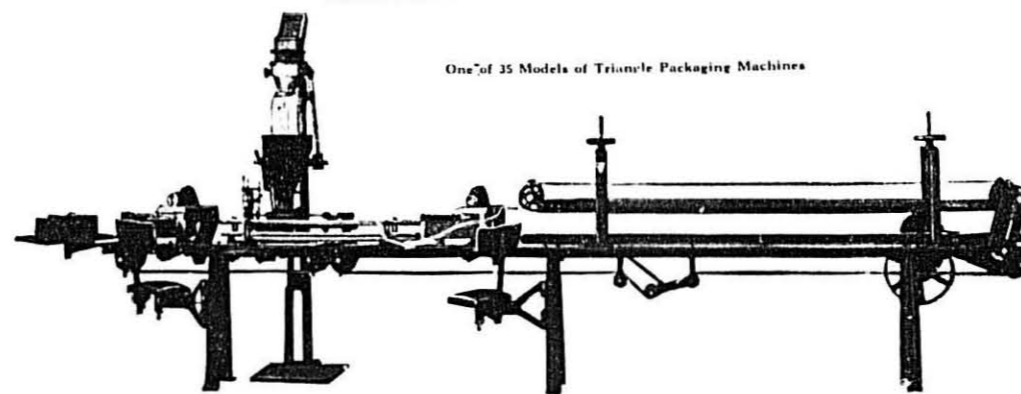
When the business was organized the plant was situated at 158 W. Third st. where it remained about 10 years. At the time it became a charter member of the National Macaroni Manufacturers association it moved to 44-52 East Isabel st. In 1906 its business had developed rapidly its operation needed more manufacturing space. Mr. Villaume solved the matter by purchasing a suitable building that is now its home at 114 Fairfield av.

From time to time changes and additions to the building were made to accommodate normal business growth. In October 1929 the firm expended over \$400,000 for equipment which included some new and ingenious devices used in drying, preliminary and final, hydraulic presses and special units for noodle making and folding. The Minnesota Macaroni company plant is now one of the most complete, modern and up-to-date factories for macaroni making in that section of the country. Its products reach in many states of the Union and provinces of Canada, but the greater portion of its output goes to the north-

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QUALITY and COLOR

IN TRANIN'S PURE FROZEN EGGS

The KEY to SUCCESSFUL NOODLE MANUFACTURING

We specialize in producing frozen egg yolks that are high in solids and have a deep golden color. TRANIN'S PURE FROZEN YOLKS are used by some of the leading noodle manufacturers of the country. We are now accepting contracts for 1931 requirements.

Write for further information and quotations.

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500 E. 3RD ST.

KANSAS CITY, MO.

New York Representative—Colbourn S. Foulds—370 Seventh Ave., New York City



EGGS IN NOODLES

By R. B. MORRIS
Swift & Company Research Laboratories, Chicago

In this day of specialty foods backed up by cooperative advertising there is one factor of outstanding importance in the marketing of any individual product.

This is an appearance of quality. In food products appearance influences appetite appeal. An appearance of quality will accordingly do more than any other thing to bring about that initial sale.

In the first and in the continued sale of a noodle, appetite appeal has become of especial importance due to the advent of the cellophane package. This type of package, transparent, water white, has made "an appearance of quality" a prerequisite to noodle sales.

What is this appearance of quality? It is color—brilliant rich color—a color that suggests eggs to the mind of the housewife.

Color in egg noodles must be obtained from eggs and not from artificial coloring agents. This color is proportional to the following factors:

- 1—Ratio of egg yolk to flour.
- 2—Solubility of egg yolk in the dough.
- 3—Intensity of color pigment in the yolk.

The first factor is governed by the formula and by the solid content of the yolk.

The second factor is governed by the source or point of origin of the egg and by the season of year in which the egg is laid.

The best eggs in the world as to color are produced in the grain producing sections of the United States in the spring months of the year. The eggs from Iowa, Illinois, Indiana, Ohio, Wisconsin, Kansas, Nebraska, Texas and Tennessee laid in the spring months, will impart better color to noodles than eggs laid in other seasons of the year or in other countries.

For any given intensity of color in the original egg the development of color in the noodle is proportional to the solubility of the yolk. The experience of noodle manufacturers has been that frozen eggs will produce a much more brilliant color in egg noodles than can be obtained with any other type of egg product.

The difference in color that is obtained when dried eggs are replaced with frozen eggs is indicative of the improved ability of the frozen product to blend with the flour and moisture of the dough. This is egg solubility.

The improvement of solubility in the frozen product is easily understood. Such eggs frozen near the source of supply, that is in the United States egg states, are handled under the most sanitary conditions as to candling, breaking and freezing. The industry is operated on a high scale of egg quality, a quality that is being constantly improved through new developments in handling of eggs and through improvements in freezing operations.

The most outstanding factor in the development of the frozen egg industry has been the recent introduction of methods for quick freezing of eggs.

Quick freezing of eggs has made it possible to further improve on their solubility factor by reducing to a minimum the dehydration or separation of moisture from the egg proteins, which formerly took place during the freezing process.

Under the old method of freezing which required from 90 to 100 hours to freeze a 30 lb. can solid, the slow formation of long ice crystals was accompanied by a partial drying or dehydration of the yolk protein with a consequent lowering of the solubility factor.

Quick freezing of eggs, however, in a few seconds instead of hours, produces small ice crystal formation which results in a higher solubility factor. This in turn results in the better, more brilliant color that cellophane packaging requires.

The formulas for making the various alimentary pastes which may be labeled egg products, under the law as defined by the U. S. Department of Agriculture, must be based on the solid contents of the ingredients used. The law states that such pastes must contain not less than 5.5% egg solids on a moisture free basis.

Moisture free basis means that the

Food	Calories Per Lb.	Miles Per Lb.	Average Retail Price Per Lb.	Average Retail Price Per 100 Calories
MACARONI.....	1626	21	10	6
BREAD.....	1185	15	12	10
BEEF.....	1005	13	25	24
MILK.....	315	4	10	32
POTATOES.....	305	4	4	13

moisture content of the ingredients must be subtracted from their weight before the percentages are calculated.

A simple formula for calculation of amount of liquid egg required for a mix is given below. The formula can be used for figuring any mix when the solid content of the eggs and the moisture content of the flour is known.

Let W_{1b} = Weight of flour to be used in batch.
Let E_{1b} = Weight of eggs to be used in batch.
Let f = Solid content of flour (1.00—moisture).
Let e = Solid content of eggs.
The law requires 5.5% egg solids in every 94.5% flour solids if the product is labeled egg noodle.
Dry flour = $W_{1b} \times f = 94.5\%$ solids
1% solids = $W_{1b} \times f$

$$5.5\% \text{ solids} = \text{Amount of dry eggs} = \frac{.945}{.055 \times W_{1b} \times f}$$

$$E = \frac{.945}{.055 \times W_{1b} \times f}$$

$$E = \frac{.945 \times e}{.0582 \times W_{1b} \times f}$$

$$E = \frac{.945 \times e}{.0582 \times W_{1b} \times f}$$

For example,
If 100lb flour is to be used in a batch and flour solids = 87% and egg yolk solid = 43%

$$E = \frac{.945 \times .43}{.0582 \times 100 \times .87} = 11.77 \text{ lbs. eggs.}$$

Macaroni---High in Nutrition---Low in Cost

Economy appears to be the order of the day. It should always be practiced within reason. Recognizing the tendency on the part of the people of the world to live as well as ever but more economically, Macaroni manufacturers should overlook no opportunity to make known the nutritive values of their products, quoting authorities, government statistics and general facts in substantiation of their oft repeated claim that macaroni is the greatest dollar for dollar value in foods.

The table below, taken from government bulletins, shows the relative nutritive value of Macaroni Products, as compared with potatoes, meat, bread and milk. It shows the superiority of Macaroni Products in replacing bodily energy wasted by work or exercise as follows:

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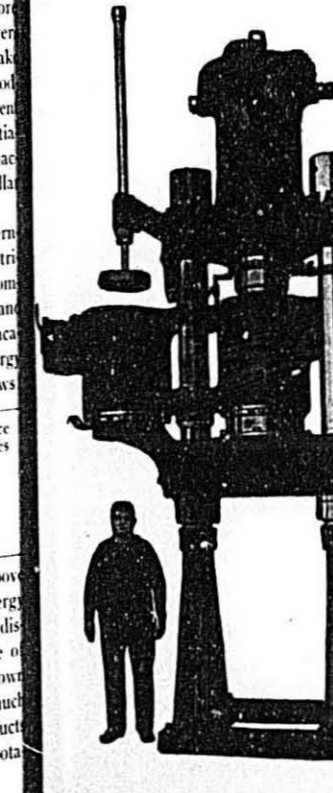
Here's the interpretation of the above table: it requires 80 calories of energy to carry a man weighing 150 lbs. a distance of 1 mile, walking at the rate of 4 miles per hour. Therefore, it is shown that wasted energy can be replaced much cheaper by eating Macaroni Products than by eating bread, beef, milk or potatoes.

Does Great Harm to Public in Extreme Price Competition

The National Association of Retail Grocers condemns any system of merchandising which encourages cash price competition; for extreme price competition must finally result in smaller packages, higher prices, less merchandise, or impairment of quality—or all of these. Extreme price competition in the food and grocery business is not in the public interest. It is both a calamity and an injustice to the American women when manufacturers are forced to see how low they can come to absolutely minimum legal requirements for quality, quantity and wholesomeness of foods in order to meet the harsh demands of the market for a lower price. It is a calamity and an injustice to your community when the retail grocery business is forced to a ruthless distribution which necessitates a demand for lower rental, the cutting of all expenses to the absolute minimum, and the lowering of wages. It is a calamity when cheaper imitations of high quality food products are sold to the men and children of the country, just because there is a larger profit therein. It is dangerous to trade and public health when any system of food retailing depends upon its profits on items which do not have a comparative value, and when the public must be baited and led into the store by the price leaders of well known articles, in order that they may be loaded with high profits on so-called "blind merchandise."

—C. H. Janssen, Secretary-manager.

After a thing is started it always goes slower than was expected.

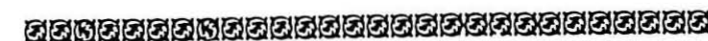


so much depends upon your choice of semolina . . .

IN order to protect yourself from losses through variations in the color and flavor of your macaroni, it is necessary that you use Semolinas which are absolutely uniform. Northland Fancy No. 2 and Northern Light are Semolinas that can be depended upon to produce quality macaroni every day in the year. Northland Semolinas are always dependable.

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» » Notes of the Macaroni Industry « «

Wooden Box Men to Meet

On April 15 and 16, 1931 the annual convention of the National Association of Wooden Box Manufacturers will be held in the Congress hotel, Chicago. Problems of the trade will be discussed by leaders. New designs of boxes for specific purposes, railroad and other freight requirements and development of new uses for wooden boxes will be among the outstanding matters considered at the conference that is expected to bring together most of the leading box makers of the country. On the evening of April 15 will be the 32nd annual convention dinner over which President J. H. Dunning will be the guiding figure.

Death of Container Pioneer

James J. Hinde, one of the pioneer manufacturers of shipping containers from fibreboard and founder of Hinde & Dauch Co. of Sandusky, O., one of the largest concerns of its kind in the world, died Feb. 23 of pneumonia. Many years ago he disposed of his interests in the container company to his partner, Mr. Dauch and interested himself in automobile making, being an old and great friend of Henry Ford.

Flour Man on Rail Board

Dwight K. Yerxa, vice president of the Pillsbury Flour Mills Co. and general manager of its Buffalo office has been honored by election as director of the New York, Lackawanna & Western railroad, a subsidiary of the Delaware, Lackawanna & Western, and immediately assumed his position. Mr. Yerxa was formerly one of the principal members of the semolina firm of Yerxa, Andrews & Thurston of Minneapolis and for years was closely associated with users of semolina among macaroni makers.

Speculation not Responsible

Low producers' prices for wheat have led Congress to consider further to supplement the efforts of the Federal Farm board to raise the price of American wheat by bills introduced into Congress curtailing speculation in wheat futures. There is a widespread belief that in one way or another speculation, notable short selling, has been responsible for the recent and current low price of wheat in the United States. The latest issue of Wheat Studies, Speculation, Short Selling, and the Price of Wheat, by Dr. Alonzo E. Taylor, issued by the food research Institute of Stanford university, examines the validity of this belief.

The inference that speculative short selling has operated significantly in a downward direction during recent years is not tenable. The outstanding effect of speculative operations on the American grain exchanges during 1928-29 to 1930-31 when the markets were free has been to raise the domestic price of wheat and to restrain exports. The net effect of trading in wheat futures by the Stabilization corporation, a subsidiary of the

Federal Farm board, was to put the price of American wheat above export parity. This effect is generally recognized. "If it is reasonable," says the author, "to ascribe a relatively high position of the American price to futures buying by the Stabilization corporation, than it is reasonable when the position occurs without the corporation to ascribe it to futures trading or speculation. The outstanding criterion by which the net effect of futures trading may be judged—a criterion both proponents and opponents in wheat futures have tended to overlook—is the relation of the American price to the world price."

Curb Import of Matches

Last month Secretary of the Treasury Andrew Mellon issued an antidumping order against matches from Finland, Norway, Esthonia, Sweden, Latvia, Austria, Holland and Poland. The edict was in accordance with tariff regulations, the new duty to be the difference of what is considered to be a fair price for matches by the treasury and the price at which the product is dumped into the United States. The treasury has set a fair valuation at 80¢ a gross.

The controversy over matches started in 1926 when Russia began its dumping operations. The price was driven down to 29¢ a gross at that time. This was met by other foreign competitors. Relief was sought by issuing antidumping orders against Russian matches but price remained too low for American manufacturers for whose protection the new order is intended. It is estimated that approximately \$750,000 in added tariff income would accrue to the government from this order.

Enforce Food Exposure Law

Dr. W. H. Robin, superintendent of public health in New Orleans has launched an elaborate program of food law enforcement aimed principally at the exposure of goods in ways which the department terms unsanitary. Affidavits have been made against a dozen or more food dealers alleged to have violated the regulations governing handling of foodstuffs. The movement is aimed particularly at retailers who offer unwrapped products and expose susceptible foods to flies, dust and other contaminations.

Announces Celloseal Tape

Celloseal Tape, a new transparent Cellophane adhesive tape which requires no moistening, has been placed on the market. The new tape is a patented product perfected by the research division of the Minnesota Mining and Manufacturing company of St. Paul, Minn. It will instantly adhere to any clean dry surface, will hold absolutely tight to moistureproof Cellophane and will not transmit tastes or odors to food products. It can be utilized for sealing cellophane wrapped cakes, cookies, macaroni, egg noodles, meats, candies, fruits, textiles

and many other products. Because of its transparency it makes an attractive package for the package, and due to its adhesive qualities make a tight and uniform seal. It can be used for sealing cellophane windows in display cartons and is said to prevent distortion and breakage, and as repair material for torn blue print drawings, maps, book pages, sheet music and similar mending purposes. It is available in colors for decorative effect on lamp shades, novelties, art goods, window trimmings, sealing gift packages and other decorative uses, and is especially suitable in this field because of its permanent high gloss.

This new tape is sold in 72 yard rolls and is available in standard sizes of 1/2", 3/4", 1", 1 1/2" and 2" widths. Special sizes can be made to order. A small dispenser is available for quickly getting strips from the roll. A semiautomatic machine is being developed for dispensing predetermined lengths of Celloseal Tape.

An automatic package machine is now employing this tape, forming Cellophane bags for hard candies and other free flowing merchandise, filling the bag and sealing with the tape in one operation.

Washburn Crosby Enlarges Chicago Office

Sales offices of the Washburn Crosby Company, Inc. are being concentrated in Chicago as a part of the plan to expand its sales headquarters for the midwestern territory. This is the announcement made by President H. R. M. Laughlin. A careful study by executives convinced the firm that improved service could be given the trade and closer contacts maintained throughout the large tributary territory by enlarging the Chicago offices and directing the company sales from there.

This firm's mill in Chicago makes flour but through the central offices will be able to handle all of the principal cereal products of General Mills. It is sold under the brand "Gold Medal."

Ranck Talks to Virginia Jobbers

One of the several leading speakers at the feature session of the tenth annual meeting of the Virginia Wholesale Grocers association in Murphy's hotel, Richmond, Va. the afternoon of March 1, 1931 was H. M. Ranck, field secretary of the National Macaroni Manufacturers association. His subject was "Macaroni—Its Place in Food Distribution."

About 75 jobbers heard him explain the publicity and promotional program being sponsored by the National association and many learned facts about macaroni products heretofore unheard of in Virginia.

New Name for Distributors Journal

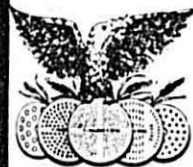
The Wagon Man's Journal changed its name last month to one more descriptive of the trade it serves, the National Food Distributors Journal. It is the official organ of the National Food Distributors association, formerly the Wagon Men's Distributing association. The magazine is identified with stor-

Here's something of real interest to every manufacturer of noodles!

One of your biggest problems is to procure egg yolks of guaranteed quality and uniformity. You must have a yolk that has a guaranteed minimum solid content to enable you to meet government regulations for egg solids. You must be assured of uniform color in egg yolks, for color variations are distinctly reflected in the finished product. And you must have egg yolks of uniform smoothness to prevent blotches and streaks in the cooked noodle.

None of these is a problem when you use Titman's Frozen Egg Yolks. Uniformity of solids, color, and smoothness are absolutely assured. It will pay you to investigate their use for your products. Write today and we will gladly send you further information and prices. Titman Egg Corporation, 99 Hudson Street, New York, N. Y. Branches in all principal cities.

TITMAN'S FROZEN EGG YOLKS



A REASON BETWEEN THE LINES! GET IT?



Subscriber
N. M. M. A. NO. 55

In spite of the general business depression--
Notwithstanding determined competition--We
are celebrating our 28th Anniversary with a
full force of expert mechanics, busy making Dies.

However, we are mindful that we owe our
success, in a great measure, to the majority of
leading macaroni manufacturers, who demand
and appreciate quality and service.

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, N. Y.

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

door deliveries of products by means of wagons and trucks. The predecessor was launched several years ago by the late Fred Becker of Pfaffman Egg Noddle Co., Cleveland, O., who by the way personally owned and published "The Macaroni Journal" for 15 or more years before it was taken over by the National Macaroni Manufacturers association.

E. J. Martin is secretary of the National Food Distributors association and editor of the National Food Distributors Journal.

Joins Gair Co.

Walter F. Daley, formerly manager of distribution, Radio Corporation of America, and special contract representative of Engineering Products division of the R. C. A. Victor Co., Inc., has joined Engineering Research department of Robert Gair company, where he will assist in an enlarged program of research in paper products.

Millis Office to Chicago

President Fred Millis of Millis Advertising company, Indianapolis, Ind., the organization which is handling the publicity campaign for the National Macaroni Manufacturers association, announced on April 1 that the offices of his company will be entirely moved to Chicago by July 15, 1931.

"This move is made for the purpose of being able to serve our present clients in a more satisfactory manner and for no other reason. This is a move we have

had in mind for a considerable period. It will mean better service to your organization."

Fredonia Plant Destroyed

The plant of the Fredonia Macaroni company, Fredonia, N. Y. burned on March 12. The loss is estimated at \$50,000. In addition to the structure the loss included a large stock of raw materials, finished products and valuable machinery.

The fire was discovered at 4 a. m. but had made great headway when the firemen arrived. President Anthony Ware of the company is unable to account for the blaze as all fires had been extinguished when he left at 7:00 p. m., except for a banked fire under the boiler.

The food factory was a brick structure 65x85 ft., built nearly 30 years ago by the Gleason Grape Juice company. Later it was acquired by the Joy Brothers who remodeled it into a macaroni factory. Seven years ago Anthony Ware and associates bought the plant, operating the macaroni machinery, specializing in bulk goods. The loss was partly covered.

Italian Goods for Russian Wheat

It is reported on good authority that Italy and Russia have entered into what is practically a direct exchange of goods for goods, the Department of Commerce is informed by Mowatt M. Mitchell, American Commercial attache

in Rome. The soviet placed an order with an Italian manufacturer for approximately 2000 motor trucks. The Italian government has given 2 year notes for 75% of the sum involved to the Italian firm which is not to discount them, the government having given them a "Promise" to take them up within a year. The soviet will deliver to the Italian government wheat to the amount of the sales price of the trucks, the government selling the wheat and redeeming the notes to the manufacturers.

King Semolina Mills

A semolina unit was added several months ago to the flour mill owned and operated by H. H. King Flour Mills company at Faribault, Minn. W. R. Kalow is head miller and superintendent of the new unit.

RUN FAST TO STAND STILL

Publisher C. H. K. Curtis of the Saturday Evening Post when asked to explain why his company had doubled its advertising appropriation from \$1,000,000 in 1930 to \$2,000,000 in 1931 said:

"In a period of business depression such as we now are experiencing we must run as fast as we can to stay where we are."

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, golden color, even granulation, cleanliness and flavor of
KING MIDAS SEMOLINA.

**King Midas
Mill Co.**
MINNEAPOLIS, MINNESOTA



ROSSOTTI LITHOGRAPHING CO. Inc.
121 Varick Street - - - - - New York



OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS

ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

» GRAIN TRADE AND FOOD NOTES «

France and Italy in Spaghetti Agreement

Italian spaghetti has been causing much worry to the French noodle and macaroni makers. On the other hand Italian wallpaper manufacturers have been hard hit by the cheaper products entering Italy from France. As a result of a coddling agreement, both are apparently satisfied.

France has a tariff law that is elastic, up but not downward. For example, wheat is protected and the manufacturers of French spaghetti and noodles are compelled to buy "protected" wheat at close to \$2 a bushel. Flour, which is merely raw wheat ground, is equally protected.

The Italian spaghetti manufacturers make their spaghetti from wheat bought on the world market at less than half the cost to French manufacturers, send their spaghetti into France and beat down the market.

The French manufacturers clamored for relief. Put a duty on spaghetti? That the French custom authorities could not do without a special law, and laws are not easily changed in France. Spaghetti is classed as a manufactured product and is not subject to the sliding clause in the French tariff.

On the other hand the Italians suffered from competition with French wallpaper,

handsomer and cheaper than their own. Negotiations were begun and a strange agreement arrived at. The Italians put an "export" duty on spaghetti, making the cost as much as French spaghetti on the French market. Then with France's approval they put an "import" duty on French wallpaper.

The Italian treasury gains both ways; the French noodle and macaroni manufacturers are happy; but what about the French wallpaper men?

Argentina Imposes Macaroni Tariff

The Argentine decree published on Feb. 21 and effective Feb. 23, 1931, establishes import duty of 32% (including surtax) on macaroni products, semolina and farina. These products were formerly free from import duties. For the basis of duty the official valuation of macaroni and spaghetti is placed at 0.24 per gross kilo; on semolina and farina 0.128 per kilo. The surtax is included in the rates given.

Vagnino on Sales Board

Louis S. Vagnino, general manager of the St. Louis branch of the American Beauty Macaroni Co. and director of the National Macaroni Manufacturers association has been elected a director of the St. Louis Association of Manufacturers representatives, a trade organization rep-

resenting the sales divisions of the food and allied trades. Mr. Vagnino has been taken keen interest in this organization and A. L. Benz, Best Clymer Division Preserves and Honey, Inc., the newly elected president, will find in him a helpful and willing official.

Klein Noodles on the Air

Each Wednesday morning the F. Klein Noodle company of Chicago broadcasts an interesting program over station WMAQ. Mrs. Klein's noodles advertised, the food message being interspersed with interesting dialogue and Negro music presented by "Aunt Jimmie."

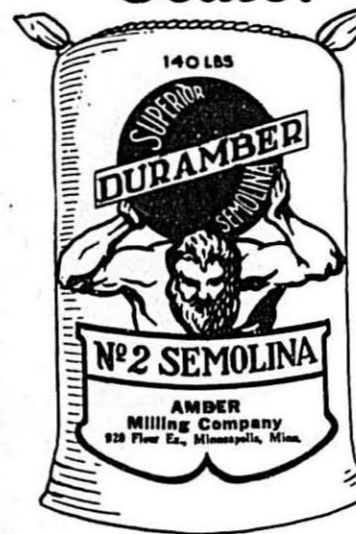
Mueller Addresses Food Inspectors

At the invitation of James J. Cooney, chief of food inspection, Department of Health, New York city, Henry Mueller, president of the C. F. Mueller company, Jersey City, N. J. addressed the inspectors on the manufacture of macaroni and allied products. His talk was illustrated by the showing of his company's motto entitled "The Heart of the Wheat."

Besides explaining the process of manufacture he stressed the need for plant sanitation in all food factories, a closer inspection of some of the small plants often neglected by the inspection staff. He dwelt at length on the progress made by the macaroni industry in the matter of plant cleanliness since he first entered the business and asserted with pride that macaroni products are now

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the

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

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

TOO OLD
TO LEARN?

Not by a long shot
—if you have real
American business-
blood in your veins.
Then let us demon-
strate



END-SEAL GUM

right in your own
plant and show you
just what advan-
tages you will get
from a modern Seal
Gum.

No obligation of course.
Write today.

NATIONAL
ADHESIVES
CORPORATION

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES

CONGRATULATIONS—

to the

MACARONI JOURNAL

upon the completion
of the Twelfth Year
of its existence.

Crookston Milling Co.

Crookston, Minn.



THE STAR MACARONI DIES MFG. CO.

47 Grand St.

New York City



Important Announcement

We Are Receiving Frequently
New Lots Good Color

CERTIFIED
GRANULAR EGG YOLK

Specially Selected For
Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire

Colburn S. Foulds

Manager Noodle Egg Yolk Department
for Details

THE LOWE CORPORATION

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

generally produced in spotless factories; that the industry welcomes the closest kind of scrutiny on the part of inspectors and will support any movement that will "padlock" those plants that do not come up to a certain standard of cleanliness.

At the close of his talk he was congratulated by Chief Cooney for his excellent presentation of the subject and for his advice and suggestions that would be given every consideration. Then followed a barrage of questioning that almost taxed a knowledge of macaroni making gained in his many years of experience. The affair served to give the inspection department of New York city and entirely different viewpoint of the macaroni industry and the National association may expect much better cooperation in its drive against the use of artificial coloring, plant cleanliness and misbranded products.

New Manager at Grass'

Donald Frank is the name of the new boss of the F. J. Grass Noodle Company, Inc., Chicago and of the household of A. Irving Grass, according to announcement by the latter on March 19, 1931, the date of the birth of a son to Mr. and Mrs. A. I. Grass. By general agreement there will be a delay of about a score of years before he takes active charge of his inherited duties, say the proud parents at 6729 Ridgeland av., Chicago where mother and son are doing nicely and where proud daddy parades with a

chestiness that would make even Charlie Chaplin envious. Congratulations, Irving! The new addition to the company's force insures the perpetuity of the noodle firm.

Dried Eggs Tariff Hearing

The U. S. Tariff Commission has announced a public hearing in connection with its study and investigation of the need and possibilities of changes in the tariff on dried eggs. It will be held in the office of the commission in Washington, D. C. at 10:00 a. m. Thursday, April 16, 1931 when all parties interested will be given an opportunity to be heard.

The commission is specially interested in hearing evidence regarding difference in costs of production and other facts bearing on fair tariff changes as provided by the Tariff Act of 1930. The particular articles to be considered are—dried whole eggs, dried egg yolk, and dried egg albumen.

Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association will look out for the interests of the egg macaroni and egg noodle manufacturers at the hearing.

Guest of Macaroni Maker

Members of the Trade Promotion committee of the Milwaukee Chamber of Commerce, together with their wives were guests of the Tharinger Macaroni company on March 26. Frank J. Tharinger, president of the macaroni concern,

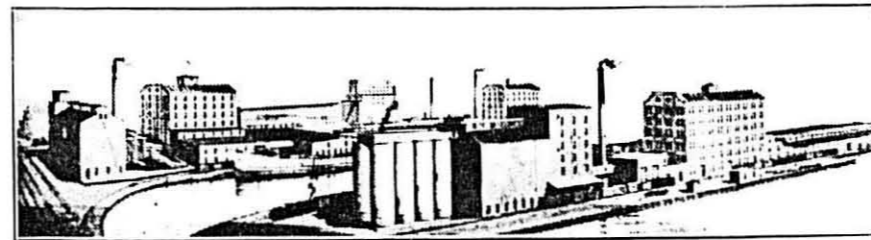
is the adviser of the National association and has frequently served on the Trade Promotion committee of Milwaukee business group. The guests were conducted on a tour of inspection of Watson's leading macaroni manufacturing plant that started at 10:00 a. m. and later were guests at luncheon, the menu consisting mostly of products like those the visitors saw made during the morning.

Macaroni to Unemployed

Thousands of pounds of macaroni spaghetti and egg noodles are daily distributed to the families of the unemployed in all of the large cities. In New York, Chicago and other centers the relief baskets passed out contain an assortment of foods in which macaroni is the main product. Those in charge of relief work are fully cognizant of the sustaining and satisfying qualities of the product and are featuring it in nearly all of the free baskets passed out to the needy.

Macaroni manufacturers everywhere have heeded the call for help and many of the macaroni products dispensed by the various relief bureaus was donated by them without stint.

A genius is a man who can do almost anything except make a living.



HOURGLASS SEMOLINA

For the Discriminating Manufacturer Who Demands

QUALITY

Location Enables Prompt Shipment
Write or Wire for Samples and Prices

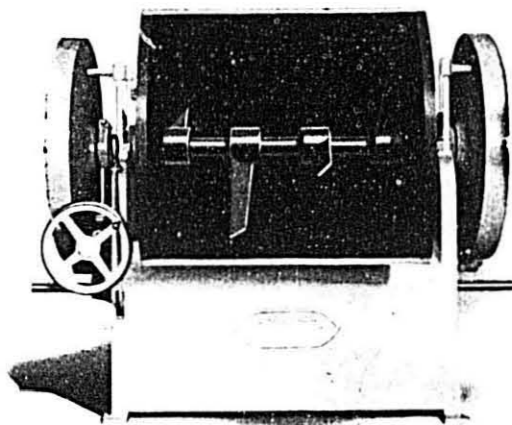
DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

**One of these days
you'll also get a CHAMPION---**



for Champion equipped plants are the successful plants in the macaroni and noodle making industry.

The Champion Special Dough Mixer, shown here, is designed to meet the exacting requirements of mixing doughs for macaroni, noodles and similar products.

You will appreciate the velvety power of its Champion designed, special shaped all-steel blade which mixes thoroughly, uniformly and rapidly, at very low power cost.

Cut your production costs with the Champion Special Dough Mixer. Let it help you speed up your production. Install the Special Mixer for better results and more customers and profits!

Write today for full information regarding the Mixer and our easy time payment plan. It will not obligate you.

CHAMPION MACHINERY CO.

Builders of Champions for 43 years

JOLIET

ILLINOIS

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 1923
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.
PUBLICATION COMMITTEE
 FRANK L. ZEREGA, FRANK J. THARINGER, M. J. DONNA, Editor
SUBSCRIPTION RATES
 United States and Canada . . . \$1.50 per year in advance
 Foreign Countries . . . \$3.00 per year, in advance
 Single Copies . . . 15 Cents
 Back Copies . . . 25 Cents

SPECIAL NOTICE
 COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.
 THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
 Display Advertising . . . Rates on Application
 Want Ads . . . 50 Cents Per Line
 Vol. XII April 15, 1931 No. 12

Newspapers in 1931-2 Campaign

At a meeting of the Board of Advertising Trustees April 17, 1931, in the Palmer House, Chicago it was decided to use advertising space in newspapers almost exclusively during the 1931-1932 season of macaroni publicity. Approximately \$200,000 will be expended in the newspapers in every section of the country in towns of over 25,000 population, on the theory that newspapers in such cities reach practically every home in the country.

In addition several of the trade magazines will be utilized to maintain contact with the grocery distributing field; also with the hotel and restaurant trade which will be reached by a special recipe service that seems quite popular now.

Among those at the policy session of the board were: Advertising Trustees R. B. Brown, James M. Hills, G. Guerisri, Martin Luther and A. J. Fischer; President Frank L. Zerega, Vice President G. G. Hoskins, Adviser Frank J. Tharinger, Advisory Chairman Louis A. Vagnino, Dr. B. R. Jacobs, director of Educational Bureau, Field Secretary H. M. Ranck, Secretary-Treasurer M. J. Donna, representing the National Macaroni Manufacturers association; Fred Millis and Robert E. Hall, representing the Agency. Director William A. Culman of the association, from Long Island City, N. Y. who was passing through town was a visitor for several hours.

It is the plan of the Board of Advertising Trustees to have a full presentation and display of the 1931-1932 advertising schedule made at the annual meeting of the association June 16, 17 and 18, at the Edgewater Beach hotel, Chicago.

No Color Camouflage

The headquarters of the National Macaroni Manufacturers association and the editorial office of the Macaroni Journal at Braidwood, Ill. are constantly being besieged by supply firms selling ar-

tificial coloring for lists of color users in noodle and egg macaroni making. One firm last month asks: "Is colored or egg-yellow shade macaroni made in this country? We manufacture vegetable yellow color and would like to solicit business from the macaroni trade if any manufacturers are prospects for our product and we will make liberal use of advertising space in your magazine if you will cooperate with us to bring about the proper contact with this group."

Replies are always made to the effect that the National association has for years fought against the harmful practice of "painting macaroni products to appear what they are not," as one prominent manufacturer once put it, and that when it had succeeded in getting a regulation by the Federal government, that it was illegal to use artificial coloring in macaroni products, the organization has unceasingly supported the strict enforcement of the ruling.

The truth is that there is absolutely no market for coloring material among the better class of manufacturers and the number of violators is rapidly being restricted to a few who apparently recognize none of our laws. The government is now being supported by state food inspection departments in ridding the markets of this spurious foodstuff usually made of the lowest grade of raw materials and colored to please the eye.

It would be wise for the legitimate manufacturers who receive offerings of artificial colorings material to advise the supply firms of the Federal and state laws against the use thereof and of the National association's vigilance, thus eliminating the temptation which some are apparently too weak to resist.

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 March 1931 the following were reported by the U. S. Patent Office.

TRADE MARKS REGISTERED

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

Rossi's
 The trade mark of Peter Rossi & Sons, Braidwood, Ill. was registered for use on alimentary pastes. Application was filed Oct. 3, 1930, published by the patent office Dec. 9, 1930 and in the Jan. 15, 1931 issue of The Macaroni Journal. Owner claims use since Sept. 28, 1929. The trade mark shows a dish of steaming paste setting on the table.

Egg Foodies
 The trade mark of the Frank Pepe Macaroni Company, Inc., Waterbury, Conn. was registered for use on egg noodles. Application was filed Oct. 9, 1930, published by the patent office Dec. 9, 1930 and in the Jan. 15, 1931 issue of The Macaroni Journal. Owner claims use since January 1929. The trade name is in heavy type.

Elena
 The trade mark of The Frank Pepe Macaroni Company, Inc., Waterbury, Conn. was registered for use on macaroni. Application was filed Oct. 188, 1930, published by the patent office Dec. 16, 1930 and in the Jan. 15, 1931 issue of The Macaroni Journal. Owner claims use since Aug. 16, 1929. The trade mark is a square, to the left of which

is an oval frame showing the picture of a girl. A few blades of wheat branch to the right of the frame, above which is written in black type the trade name.

Abruzzese
 The trade mark of the Excelsior Macaroni Company, Inc., Brooklyn, N. Y. was registered for use on macaroni. Application was filed Feb. 18, 1930, published by the patent office Dec. 16, 1930 and in the Jan. 15, 1931 issue of The Macaroni Journal. Owner claims use since Sept. 1, 1929. The trade name is in outlined type.

Animoodles
 The private brand trade mark of Frank Le Moyné Page, Carnegie, Pa. was registered for use on alimentary pastes—namely noodle dough products. Application was filed May 14, 1930, published by the patent office Dec. 16, 1930 and in the Jan. 15, 1931 issue of The Macaroni Journal. Owner claims use since Dec. 1, 1929. The trade name is in black type.

Red Cross Man
 The trade mark of The John B. Campany, Chicago, Ill. was registered for use on macaroni and spaghetti. Application was filed Oct. 29, 1930, published by the patent office Jan. 13, 1931 and in the March 15, 1931 issue of The Macaroni Journal. Owner claims use since Nov. 15, 1929. The trade mark is a man with body formed by a package of the firm's products which have been placed a head, 2 arms and 2 legs made of spaghetti and macaroni.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in March 1931 and published by the Patent Office Gazette to permit objections thereto within 30 days of publication.

Supreme
 The private brand trade mark of General Muro, doing business as the Connecticut Macaroni Factory, New Haven, Conn., for use on macaroni, spaghetti and other alimentary paste products. Application was filed Feb. 12, 1930 and published March 1931. Owner claims use since December 1929. The trade mark is a square to the left of which is written the trade name.

LABELS

Marca Il Re
 The title "Marca Il Re" was registered March 17, 1931 by the Kurtz Brothers Philadelphia, Pa. for use on macaroni. Application was published Jan. 21, 1931 and given registration number 38822.

Macaroni Salad
 The title "Macaroni Salad" was registered March 24, 1931 by the Tripoli Food Inc., Baltimore, Md. for use on macaroni salad. Application was published Oct. 1930 and given registration number 38870.

St. Louis Dares You

Because macaroni manufacturers everywhere are making loud and justified complaints about unreasonable and insensate price quotations a St. Louis manufacturer voluntarily enters the lists by what appears to be the worst offer of all.

He submits an advertisement from an evening paper of that city dated April 3, 1931 with advertiser and brands deleted. Just think of these offers and the think as you want to—


"Macaroni or Spaghetti—A healthy and delicious Lenten Food—3½ cents pound. (Limit 6 pounds.)

(The limitation must have been placed on quantity sold to any one customer as a safeguard against the probable purchase of the entire offering by some St. Louis manufacturer at a much lower price than he could possibly make it in his own plant. Editor.)

"Macaroni, Spaghetti or Egg Noodle—4 packages for 21 cents."

Beat this, if you can; St. Louis dares you.

You'll Needem--ELMES' ENERGY--To Feedem TRIO

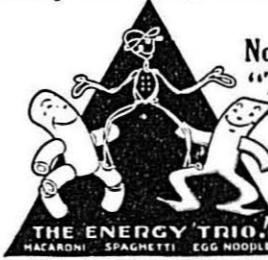


MIXERS PRESSES KNEADERS

Supported by an All Star Cast of Machinery for Alimentary Pastes

Long & Short Goods Driers
 Fancy Stamping Machines
 Preliminary Driers
 Mostaccioli Cutters
 Die Washers-Dies
 Egg Barley Machines
 Accumulators

Noodle Cutting and Folding Machines
 "Tortellini" (Stuffed Paste) Machines
 Calibrating Rolls
 Dough Breakers
 Trimmers
 Pressure Pumps
 Fittings--Valves



THE ENERGY TRIO
 MACARONI SPAGHETTI EGG NOODLES
 1851—OUR 80th YEAR—1931

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

THE CAPITAL ENERGY TRIO



140 LBS. CAPITAL FLOUR MILLS INCORPORATED
2-A
 MADE FROM SELECTED AMBER DURUM WHEAT ST. PAUL, MINNESOTA, U. S. A.

100 LBS. DURUM TWOJAX SEMOLINA
 CAPITAL FLOUR MILLS ST. PAUL, MINNESOTA, U. S. A.

140 LBS. CAPITAL FLOUR MILLS INCORPORATED
3-A
 MADE FROM SELECTED AMBER DURUM WHEAT ST. PAUL, MINNESOTA, U. S. A.

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

CAPITAL QUALITY PRODUCTS
CAPITAL FLOUR MILLS

Offices: Corn Exchange Building MINNEAPOLIS, MINN.
 Mills: ST. PAUL, MINN.

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER</p>
<p>OFFICERS 1930-1931</p>		
<p>G. G. HOSKINS (32), Vice President C. B. SCHMIDT (31) O. LA MARCA (31) FRANK S. BONNO (31) FRANK A. OHIGLIONE (31)</p>	<p>FRANK L. ZERFOA (33), President Libertyville, Ill. WILLIAM CULMAN (32), Long Isl. City, N. Y. JOHN RAVARINO (32), St. Louis, Mo. ALFONSO GIOIA (32), Rochester, N. Y. G. GUERRISI (33), Lebanon, Pa.</p>	<p>26 Front St., Brooklyn, N. Y. FRANK J. THARINGER, Advisory Officer, Milwaukee, Wis. HENRY D. ROSSI (33), Braidwood, Ill. LOUIS S. VAGNINGO (33), St. Louis, Mo. B. R. JACOBS, Wash. Rep., Washington, D. C. M. J. DONNIA, Sec'y-Treas., Braidwood, Ill.</p>

The President's Column

Official Call to Conference

It has been a real pleasure to serve you as President of the National Macaroni Manufacturers Association, but I am now to perform one of the most pleasant duties pertinent to this office.

To my Fellow Members I wish to announce officially the time and place of the 1931 conference of our organization. Our annual meeting will be held at the Edgewater Beach Hotel, Chicago, Ill., Tuesday, Wednesday and Thursday, June 16, 17 and 18.

Never before, in my humble opinion, has there ever been greater need for a conference of the various interests composing our organization nor have there ever been stronger reasons for getting together.

Because much of the business at this year's meeting will be of interest only to firms that are directly connected with the several activities now being sponsored or contemplated by the National Association, the Board of Directors has wisely decreed that attendance to the Chicago meeting next June will be restricted solely to those officially representing our Member Firms.

As usual the convention arrangements have been wisely delegated to Secretary-Treasurer M. J. Donna whose ability in conference planning and handling has been proven to our entire satisfaction during the past ten years or more acting in that capacity.

Our trade promotion program—advertising our products to increase the consumption thereof, studying costs to prevent or greatly reduce ruinous price competition, improving the quality of our products to retain consumer goodwill, and improving our trade practices to gain and hold the confidence of all distributors—will be the high spots of the meeting.

Full details of the 1931 program will be made known to the member firms as they are developed. The sponsors are particularly anxious to have the "Manufacturers speak up in this meeting" and representatives should come prepared to take part in the discussions as they never did before.

Very naturally there will be some entertainment, but as usual, that will be subordinated to business. Just enough fun to relieve you from the ennui that would come of too much "shop talk."

Yes, it will cost you something to attend. But under existing conditions you are anxious to meet the leaders, hear what they have to say about our common problems and their suggestions for meeting them. Were you to start out on a journey to interview even a small number of these leaders, the cost would be much greater.

Be prepared, therefore, to meet your fellow members at the Edgewater Beach Hotel in one friendly group on June 16, 17 and 18, 1931.

The Secretary's Column

Increasing Expense of Doing Business Necessitates Better Cost Knowledge

In modern parlance they say that, "Fifty Million Free Men Can't Be Wrong."

Neither can the practically unanimous opinion of the country's leading students of business when they say that with competition becoming daily keener on a lowering price basis, manufacturers need more than ever a keener knowledge of their business and the cost of carrying it on.

As never before the Macaroni Manufacturing Industry is suffering from a vicious and ruinous onslaught of reasonable price quotations on all grades of products. The market seems to be immune. The Bulk Manufacturer views with some envy the package man's trade, and vice versa. As the old song puts it—"The Grass Always Looks Greener In the Other Fellow's Yard."

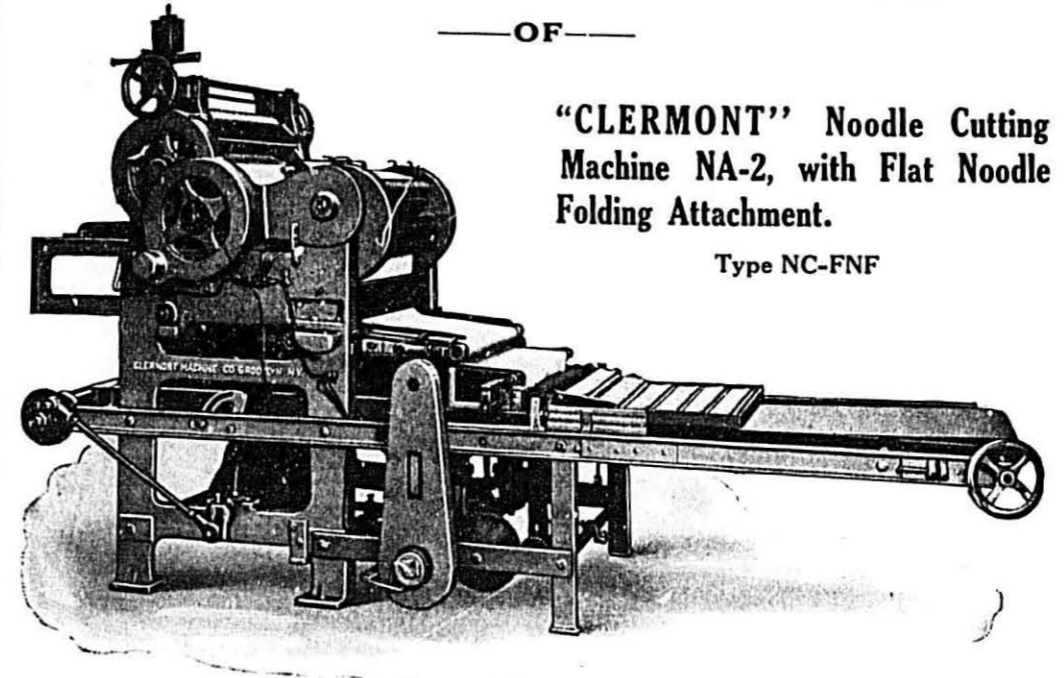
Looking for the basic cause of this profit robbing and ruin threatening situation it is generally agreed that it is in an almost insatiable desire to keep presses running full capacity when it would probably be both more practical and more feasible to cut production to only profitable operations.

In the opinion of the Department of Manufacture, Chamber of Commerce of the United States, manufacturers have to a great extent failed to recognize the increasing importance of increased overhead expenses in every line of production and distribution.

"In the face of many evidences of increasing overhead expenses, adequate knowledge and control of costs are essential. Cooperative efforts through trade associations toward development and use of uniform methods of cost accounting can be of substantial worth in disclosing inefficient practices and in establishing standards of performance of the industry. Cost factors and control problems confronting each individual plant in an industry are essentially similar for the industry as a whole. Failure to recognize these similarities has led to much unintelligent and unwise competition."

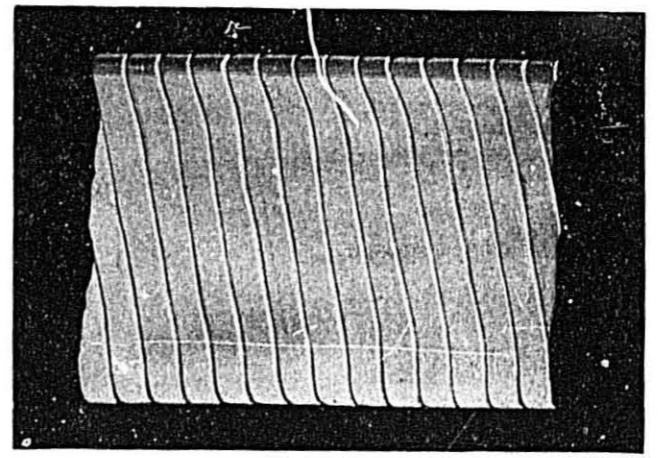
The National Association has developed a simple, easily installed and convenient system of uniform cost accounting for macaroni and noodle manufacturing plants of all sizes. It is strongly recommended for general adoption by entire membership. The sooner that manufacturers eliminate their cost figures on a comparable basis, the sooner will be eliminated the present unnatural basis of competition from which all suffer.

THE LATEST TYPE



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

THE MACHINE WHICH PAYS DIVIDENDS
No skilled operator required No hands touch the product



Suitable for Bulk Trade

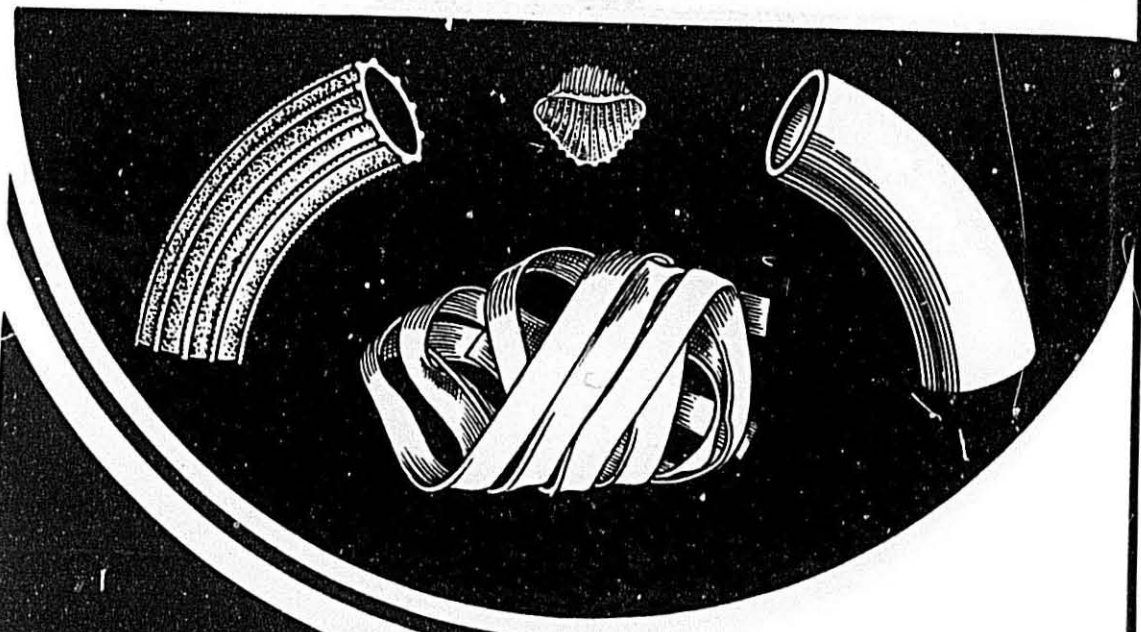
Suitable for Package Trade

The finished product of above machine.

- WE ALSO MANUFACTURE:**
- Dough Breakers
 - Noodle Cutting Machines
 - Mostoccioli Cutters
 - Egg-Barley Machines
 - Triplic Calibrating Dough Breakers
 - Fancy Stamping for Bologna Style
 - Square Noodle Flake Machines
 - Combination Outfits for Smaller Noodle Manufacturers

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

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



**YOUR PROSPECTS
ARE INTERESTED..
... CLINCH THEM!**

WOMEN have read your advertising. They are interested—they order macaroni, and prepare one of the tasty dishes you have explained to them. Up to this point everything has gone beautifully—your prospect is interested. The next step is the vital step—you must convert that interest into a steady buying habit.

Only one thing will do it—macaroni so perfect in quality, so delightful in flavor and color, that it wins a permanent place in her menu.

The success of our campaign depends on this. We must do everything in our power to make sure that every woman who buys macaroni gets the finest macaroni we are able to produce.

Because macaroni can be no better than the semolina from which it is made, we feel that part of the responsibility for macaroni quality falls on our shoulders. Therefore Pillsbury's Semolina and Durum Fancy Patent is made only from the finest durum wheat which can be bought at any price. It is tested at every stage in milling. It is finally subjected to the most severe test of all—we make macaroni with it, using commercial equipment in our own testing laboratories. Pillsbury's Semolina and Durum Fancy Patent will make the finest macaroni at the lowest possible cost per pound.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

**Pillsbury's
Semolina**