

**THE  
MACARONI  
JOURNAL**

**Volume 12,  
Number 2**

**June 15, 1930**

# *The* Macaroni Journal



Minneapolis, Minn.

June 15, 1930

Vol. XII No. 2

## Duty Calls

Macaroni and Noodle Manufacturers in America can best contribute to better business in their industry by conferring openly and wholeheartedly with their fellow businessmen, studying existing conditions and agreeing on remedial actions.

The opportunity to do this is splendidly provided by the Twenty-seventh Annual Conference of the Industry to be held June 24-26, 1930 in the General Brock Hotel, Niagara Falls, Canada.

To this conference every manufacturer in the country is cordially invited and the cooperation of all will be welcomed and appreciated.

Now is the time to act. Be quick. Next year may be too late for many. Duty summons--- answer the call.



# BON VOYAGE

## To the National Macaroni Advertising Campaign

The campaign has been launched under very favorable circumstances. Our earnest wish is that it shall journey to the sea of success, attended by the trade winds of popularity, and the fair weather of prosperity.

And we have a confident feeling that it will be so. The men of the Macaroni industry serving as captains, mates and crew are skilled navigators, and have proven in the past their endowment of foresight, business acumen and cooperative enthusiasm. Their connection with such an enterprise bespeaks a route clear of the reefs of adversity and mis-management and the obtaining of a return cargo of increased business. We are happy to sail along with them.

On a voyage of this character the Macaroni manufacturer should check over his equipment to be sure it is in shipshape. *This is especially true of his macaroni dies.*

**F. MALDARI & BROS., Inc.**

170-180 Grand Street, NEW YORK CITY

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

**MALDARI'S Insuperable MACARONI DIES**

"We'll Be Seeing You" at the Convention in Niagara Falls, June 24th to 26th.

### CONVENTION THEME

"More Practical and Profitable Merchandising"

BUSINESS

SESSIONS

Monday—June 23, 1930 at 7:00 P. M.

SPECIAL  
Fina' Business Session

1929-1930 Board of Directors

TUESDAY—JUNE 24, 1930 (BALL-ROOM)

Morning 8:30 to 12:00

8:30 a. m. Registration of Members and Guests.  
10:00 a. m. Call to Order—President Frank J. Tharinger, presiding.

Opening Ceremonies.

Officers' Reports:

- a—President's Annual Message—Frank J. Tharinger.
- b—Secretary-Treasurer—M. J. Donna.
- c—Washington Representative—B. R. Jacobs.

Committee Reports:

- a—Costs—G. G. Hoskins, Chairman.
- b—Membership—A. Irving Grass, Chairman.
- c—Legislation—Frank L. Zerega, Chairman.

Discussion and Disposition.

Appointment of Convention Committees.

12:00 noon Luncheon Recess.

Afternoon 1:30 to 4:30

1:30 p. m. Call to Order—President Frank J. Tharinger, presiding.

TOPIC—"Safety Plans and Compensation Rates."

- a—Report—David Cowan, chairman Compensation Insurance Committee.
- b—Address, "Safety Requirements for Macaroni Plants" by Wm. F. Jordan, Supervising Inspector, New York State Department of Labor.

TOPIC—"Improved Raw Materials."

a—Address, "Improving Macaroni Wheats" by Mr. H. R. Sumner, Executive-Secretary of Northwest Crop Improvement Association.

b—Addresses—"The Miller's Responsibility," by Representatives of Leading Durum Mills.

Discussion and Disposition.

4:30 p. m. Adjournment.

Evening 8:00 to 9:30

8:00 p. m. Call to Order, Frank J. Tharinger, president.

Meeting of Advisory Committee  
Presiding Officer—John Ravarino, Chairman.

Meeting of Merchandising Committee  
Presiding Officer—Louis S. Vagnino, Vice-Chairman.

Adjournment.

WEDNESDAY—JUNE 25, 1930 (BALL-ROOM)

Solid Session—9:30 a. m. to 2:00 p. m.

9:30 a. m. Call to Order—President Frank J. Tharinger, presiding.

Reports of Convention Committees

a—Auditing

b—Publicity.

Reports of Special Committees

Discussion and Disposition.

TOPIC—"Our Macaroni Advertising Campaign."

Presiding Officer, Robert B. Brown, chairman Board of Advertising Trustees.

a—Report—Robert B. Brown, Chairman Macaroni Publicity Committee.

b—Report—G. G. Hoskins, Vice-Chairman Fund-Raising Committee.

c—Address—"A Hundred Million Americans Await Your Macaroni Message," by Fred Millis, president Millis Advertising Company.

d—Address—"The Importance of Recipes in Our Advertising Campaign," by Miss Jean K. Rich, Recipe Counselor of National Association.

e—Introduction—W. C. Marsh, Merchandising Manager, National Association.

f—Address—"Advertising and Selling," by Thomas W. Beck, Editorial Director, Crowell Publications.

Discussion and Disposition.

Executive Session—(Members Only)—  
1:00 to 2:00 p. m.

1:00 p. m. Call to Order—President Frank J. Tharinger, presiding.

a—Study of Constitution and By-laws

b—Election of Directors.

Adjournment.

THURSDAY—JUNE 26, 1930 (BALL-ROOM)

Executive Session—(Members Only)—  
10:00 a. m. to Closing

10:00 a. m. Call to Order—President Frank J. Tharinger, presiding.

Reports of Convention Committees

a—Resolutions

b—Nominations.

Election of Officers.

TOPIC—"As Friend To Friend."

(Open Discussion.)

a—How Best to Capitalize Macaroni Advertising Campaign.

b—Closer Cooperation in Trade Association for Trade Betterment.

c—Trade Practices—Worthy Ones and Others.

Reports of Special Committees.

Induction of 1930-1931 Officers.

Reports of Special Committees.

Announcements.

Final Adjournment.

Thursday—June 26, 1930—4:00 P. M.

SPECIAL  
Organization Meeting

1930-1931 Board of Directors

# THE BUILDERS



By Henry Wads worth Longfellow



All are architects of Fate,  
Working in these walls of Time;  
Some with massive deeds and great,  
Some with ornaments of rhyme.  
Nothing useless is, or low;  
Each thing in its place is best;  
And what seems but idle show  
Strengthens and supports the rest.  
For the structure that we raise,  
Time is with materials filled;  
Our to-days and yesterday  
Are the blocks with which we build,  
Truly shape and fashion these;  
Leave no yawning gaps between;  
Think not, because no man sees,  
Such things will remain unseen.  
In the elder days of Art,  
Builders wrought with greatest care  
Each minute and unseen part;  
For the gods see everywhere,  
Let us do our work as well,  
Both the unseen and the seen;  
Make the house where gods may dwell  
Beautiful, entire, and clean.  
Else our lives are incomplete,  
Stumbling in these walls of Time,  
Broken stairways, where the feet  
Stumble, as they seek to climb.  
Build today, then, strong and sure,  
With a firm and ample base;  
And ascending and secure  
Shall tomorrow find its place.  
Thus alone can we attain  
To those turrets, where the eye  
Sees the world as one vast plain,  
And one boundless reach of sky.

## ARE YOU A BUILDER?

To the accompanying "Roar" of mighty Niagara---  
in the Macaroni manufacturing field,  
The Builders } in solemn conclave assembled,  
and as architects of their fate---  
Will dedicate their lives to a well-laid plan---  
Will pledge all their resources to its fulfillment---  
Will help shape the future destiny of their Industry---

### Entertainment

#### TUESDAY—JUNE 24, 1930

11:00 a.m. Field Trip and Tea (Guests of National Association).  
(Ladies and Children.)  
a—Famous Rose Garden—Victoria Park.  
b—Tea in Government Refectory.  
c—Viewing Falls and Sight-seeing.  
d—Trip on "Maid of the Mist."  
Evening Viewing Illuminated Falls.

#### WEDNESDAY—JUNE 25, 1930

2:30 p.m. Famous Gorge Ride (Guests of National Association).  
Cars at Canadian end of Falls View Bridge.

#### Optional for Golfers

Tournament Golf—Lookout Point Country Club, 18-hole Course.

7:30 p.m. Annual Dinner Dance (Guests of National Association).  
Grand Ball Room, The General Brock Hotel.

Toastmaster—President Frank J. Tharinger.

Speaker—Hon. W. W. Kincaid, President The Spirella Company. Subject—"The Trade Association's Opportunity."

Speaker—Hon. Charles Milton Newcomb. Subject—"The Psychology of Laughter."

Music—Fenwick's Seven Serenaders.

Entertainers { Three Musketeers  
Ripple Sisters  
Venetian Trio

Dancing

### General Information

Headquarters—THE GENERAL BROCK HOTEL, Niagara Falls, Canada.

Time—All Sessions and Activities on DAYLIGHT SAVING TIME.

Registration (Fee \$10.00).

All Members and Guests should register with the Secretary immediately on arrival to obtain—

1—Identification Badge.

2—Tickets:

Banquet  
Entertainment  
Ladies' Tea  
"Maid of the Mist" Trip  
Famous Gorge Ride

3—Privileges of the Convention.

4—Golfing Privileges.

Banquet Tickets—

Additional Banquet and Entertainment Tickets may be purchased from the Secretary for \$3.50 each. (One free ticket to all who register.)

#### WELCOME

To Open Sessions—

All Manufacturers of Macaroni Products and Allied Tradesmen interested in improving the Macaroni and Noodle Manufacturing Industry.

To Executive Sessions—

All Regular Members and Those Wishing to Join.

To Entertainment—

All who register for the convention, their Ladies, Children and Guests.

### Official Program

#### 27th ANNUAL CONVENTION

National Macaroni Manufacturers Association

The General Brock Hotel  
Niagara Falls, Canada

June 24, 25 and 26, 1930

#### 1929-1930 OFFICERS AND DIRECTORS

Frank J. Tharinger (1930) President  
Tharinger Macaroni Co., Milwaukee

G. Guerrisi (1930) Vice President  
Keystone Macaroni Mfg. Co., Lebanon

Henry Mueller, Advisory Officer  
C. F. Mueller Co., Jersey City

M. J. Donna, Secretary-Treasurer  
Braidwood

B. R. Jacobs, Washington Representative  
Washington

Frank L. Zerega (1930) Wm. Culman (1932)  
A. Zerega's Sons, Inc., Atlantic Macaroni Co.,  
Brooklyn Long Island City

G. La Marca (1931) C. B. Schmidt (1931)  
Prince Mac. Mfg. Co., Crescent Mac. & Cracker Co.,  
Boston Davenport

G. G. Hoskins (1932) Frank S. Bonno (1931)  
Foulds Milling Co., National Macaroni Co.,  
Libertyville Dallas

John Ravarino (1932)  
Mound City Macaroni Co.,  
St. Louis



Why Not Now?

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

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

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

# THE MACARONI JOURNAL

Volume XII

JUNE 15, 1930

Number 2

## Profitable Merchandising

It is often said, but perhaps with some degree of error, that manufacturers of macaroni products in this country are, as a whole, experts in production but somewhat inexperienced in selling. Certainly there are some exceptions and they make up the few outstanding successes in the business.

If it be true that the majority still bungle the selling or distribution of their products, then there remains a gigantic task to perform.—"Teaching American Manufacturers More Practical and Profitable Methods of Merchandising." Happily that is the timely theme selected for this year's international conference of the Macaroni Industry at Niagara Falls, Canada, June 24, 25 and 26. Fortunate will be those who attend and participate in this convocation.

Macaroni Products as usually produced in the plants of this country are equal in quality to those produced anywhere else in the world. Why should not this be so? We inherited the business at the very peak of its development in the old world, employed experts and built on that foundation. In addition, do we not have the very best of raw materials, grown and milled in abundance here? Do we not have at our command the most skilled, the best trained and the highest paid experts who know every angle of the manufacturing process? Is not the industry through its National Association ever encouraging and supporting research into new and improved methods of production, the invention of more dependable machines and the culture of better macaroni wheats?

Granting that all of these things are true, why have we not, as an industry, progressed as rapidly in distribution? Each plant proprietor will probably have his favorite reason but to the unprejudiced observer it would seem to be that we have just failed to keep up with rapidly changing conditions. This is particularly true of distribution,—the avenue through which the finished product reaches the consumer.

No other continent has shown so consistent an increase in population nor such improvements in living as has North America. People come here from every country on the globe. Each group or nationality brings customs and eating habits, for instance, that are peculiar to the mother country, but obeying their inherent inclination to imitate, these soon adopt our ways,—eat, dress and live as Americans.

Before the war the macaroni business was more localized both as to production and distribution. Plants were usually erected in cities or sections convenient to special markets. Only a limited amount of sales effort was needed to dispose of their limited production. Their output was marketed in bulk or in very ordinary, unattractive portions. Macaroni was considered the food of certain classes or nationalities and little or no thought was given to making it popular among others.

The war shut off foreign made macaroni products that predominated many of our most lucrative markets. To supply the demand local plants expanded, new ones were built. Despite the wheat restriction during the conflict of nations, production increased rapidly in America until by 1920 we were face to face with an unexpected, unhealthy condition,—almost unlimited production facilities and a restricted, unfavorable market. In common with other lines of business, this industry suffered a serious setback in that near-panic year. We are still suffering from a badly over-capacitized industry.

Improved methods of transportation have probably had the greatest effect on all lines of business. People now travel much more extensively, meet more and different classes of people and learn their habits. Americans crave variety, particularly in foods. They just "love" Italian spaghetti, French salads, Switzerland's cheeses, Chinese chop suey, English tea, etc. Here is a susceptible people, awaiting only a suggestion. How can we best perform this little task?

The macaroni industry has chosen to go "the advertising route." A four-year campaign of publicity is being prepared to tell the people of this country the real merits of our food. That it will increase consumption of macaroni products none will deny. But will it bring additional profits to the industry? Not unless there be some radical changes in the selling practices about which we have heard so much of late and about which there seems to be a general, well founded complaint.

The National Macaroni Manufacturers Association is rightfully proud of its part in bringing about the publicity campaign soon to be put to work. Upon it now rests the added responsibility for its success, and to make it successful it must be made profitable. It is now ready to help individual manufacturers to work along lines of sales and distribution that will build up repeat business on a profit-paying basis. That is why it has selected so appropriate a theme for discussion at the convention this month. Only one more thing is absolutely essential,—the presence of the biggest representative gathering of the trade, and we cannot urge too strongly that every macaroni and noodle manufacturer in the country make every effort to attend and to partake of the timely advice, the studied suggestions and the approved means that are to be offered by trained speakers and successful leaders in their respective lines of business.

MANUFACTURERS WILL FIND IT BOTH PLEASANT AND PROFITABLE TO ATTEND THE 1930 CONFERENCE OF THE MACARONI MANUFACTURING INDUSTRY IN THE GENERAL BROCK HOTEL, NIAGARA FALLS, CANADA, JUNE 24-25 AND 26, 1930.

## NIAGARA ROARS . . . .

# “WELCOME!”

Above the roar of the mighty Niagara, the National Macaroni Manufacturers Association shouts a joyous welcome to every macaroni and noodle manufacturer in the world as well as to all the allies, ready and willing to act as the host to the biggest and best gathering of the leaders of the Macaroni Industry on the American continent on the occasion of its 27th annual convention to be held in The General Brock Hotel, Niagara Falls, Canada, June 24, 25, and 26, 1930.

“MORE PRACTICAL AND PROFITABLE MERCHANDISING” is the timely and appropriate theme for the conference of the greatest significance to the trade. Around this theme the convention committee has woven a program replete with associated subjects to be handled by men of wide experience in this and other fields of business.

All in the trade are hopefully awaiting a decided improvement in business. Conditions have not been favorable but the turn has been made. The most rapid recovery will be made by those ready, willing and capable of taking immediate advantage of the new opportunities. To prepare the progressive element in the industry for this next step will be the prime purpose of this most far-reaching conference. That is why the attendance at Niagara Falls this year should break all records.

**SPECIAL LOW-FARE EXCURSIONS.** Several railroads in the middle west have announced special excursion rates to Niagara Falls starting May 15 and lasting throughout the summer months. Inquire of your local railroad agent for Round Trip Summer Tourist Tickets. An idea of the saving is gained from the following: The regular fare, first class, Chicago to Niagara Falls, Ontario is \$18.06. A round trip Summer Excursion ticket over the Grand Trunk can be bought for only \$29.50,—a saving of \$6.62. Over the New York Central the summer excursion rate of \$30.10 for the round trip will prevail, a savings of an amount sufficient to pay for a day's room rent in the hotel. Arrangements are being made for special pullman and buffet car over Delaware, Lackawanna & Western R. R. to accommodate delegates from the N. Y. Metropolitan District. The Round Trip fare is \$25.66.

**AUTOMOBILISTS** will find the route to Niagara Falls very interesting and the scenery in that section very beautiful. The hotel boasts of ample garage facilities. Just a word of caution,—be sure that you bring along with you your state license or identification card to prove ownership of car, which must be done before you are permitted to pass the border.

**HOTEL RESERVATIONS** should be made early and directly with the hotel management. The General Brock is one of the newest hostleries in Canada and prepared to take care of your every comfort. To be sure of a room for the entire convention, write now stating accommodations wanted. Room rates increase in relation to their location—the higher floor being slightly more costly.

**REGISTRATION.** Immediately on arrival all Macaroni men and Allied representatives should register with the Secretary, paying the usual registration fee for which they will receive the privileges of the convention, identification badges, tickets for banquet, rides and all entertainments. Free tickets will be supplied for the wives and families of all registrants for the Gorge Trip, the Ladies Tea and trip on The Maid of the Mist. Extra tickets for the banquet, however, must be purchased for them at actual cost. Dancing and entertainment free.

**LADIES AND CHILDREN.** Nowhere can the ladies and children enjoy themselves more and at less expense than in this wonderful electrical city. Bring them along; turn them loose and they'll never forget the treat you will thus give them, nor the sights they will see and enjoy.

A **BUSINESS PROGRAM** deals exclusively with “Improved Raw Materials” for “Better Products” for “Increased Production and Profits,” and ways and means for bringing about these ideals. Among the high spots of the 1930 convention program are:

#### Safety Campaign vs. Insurance Rates

Compensation Insurance rates covering employes in macaroni and noodle plants are abnormally high and in some cases unfair. What can we do about it? Hear the recommendations of Mr. David Cowan of A. Goodman & Sons, New York City, chairman of the Compensation Insurance Committee. He will tell you plainly, how and why.

#### Accident Prevention,—a Solemn Duty

Too often the daily press carries the sorrowful news that some employe in our plants lost his life, his arm or his eye in an accident that might have been entirely avoided had the proprietor taken due care or the employe used a little caution. What can a manufacturer do to lower accident losses? Mr. Wm. F. Jordan, supervising inspector, New York State Department of Labor, a safety expert, will point out some easy and economical ways of reducing accidents and probably eliminating them entirely. He has a message that is well worth hearing and may mean the saving of thousands of dollars in addition to life and limbs, not overlooking the good name of the employer and the reputation of the industry.

#### Better Macaroni Wheat.



H. R. Sumner

to the growers of the best wheat each year.

There must be a way of improving our raw materials if the quality of our products is to be maintained on the high standard demanded by manufacturer and consumer. Let's listen to the advice of Mr. H. R. Sumner, executive secretary of the Northwest Crop Improvement Association. He knows what will tell us what is being done and what should be done to insure a constant supply of the best wheat possible.

Macaroni wheat is becoming badly mixed with ordinary spring wheat with the result that a good hard wheat with the proper gluten and protein so necessary to macaroni making is yearly becoming scarcer. The National Macaroni Manufacturers Association has endeavored for many years to encourage the farmers to produce more uniform high quality of durum wheat by careful seed selection, and even offered prizes

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Representatives of the leading durum mills in the northwest will deal with the practical side of the problem, in telling of “The Miller's Responsibility.” Among the questions they will attempt to answer for the enlightenment of the macaroni manufacturers are,—(1) Is there a sufficient quantity of high grade macaroni wheat for macaroni purposes grown annually in this country? (2) Are there too many grades of semolina? (3) Is its quality being improved? (4) Why quote semolina on the basis of a pound instead of the old barrel price? Here is a topic of special interest to all manufacturers on which there should be some lively discussion.

#### Our Advertising Campaign



Robert B. Brown

Now that a 4 year macaroni advertising campaign is assured because of the generosity and foresightedness of nearly one hundred progressive manufacturers, interest is keen on what has been done and what will be done. Mr. Robert B. Brown, chairman of the Board of Advertising Trustees, will be only too glad to tell the story to the greatest possible number. His will be the most important committee report made at this conference and will be heard the morning of the second day.

#### What is Our Advertising Appropriation?

Fund raising is perhaps one of the most difficult tasks in association work. Only a man who has always been generous in giving can expect to get subscriptions. This man and his able committee has obtained pledges totaling nearly \$1,000,000 in less than four months. He has an interesting story to tell you. Come! Listen to it and become as enthused over the activity as is Mr. G. G. Hoskins, director of the National Macaroni Manufacturers Association and vice chairman of the fund raising committee.



G. G. Hoskins

A feature of the macaroni advertising campaign will be the special, tested recipes for using the Energy Trio Foods. This will be done under the direct, personal supervision of Miss Jean K. Rich, recipe counselor of the National Association. She will attempt to “Tell the Why and Show Them How.” An idea of her plans for attracting the housewives of America will be obtained from hearing her discussion of the subject, “The Importance of Recipes in Our Advertising Campaign.”

Many of the firms that are contributing to the advertising campaign will be having their first experience with publicity of this nature. They may be at a loss as to just how best to profit from this activity. To assist them a Merchandising Manager has been appointed who will constantly be in the field making personal calls, offering advice and making suggestions of a beneficial nature. Meet this man,—Mr. W. C.

Marsh who will be introduced to the trade at this convention. He will travel extensively, be seen and heard often and become the contact man between contributors and the Board of Advertising Trustees.

#### We Have It. How Spend It?



Fred Millis

Hard as it is to collect a large amount for cooperative advertising, spending it judiciously is an equally ticklish task. “A Hundred Million Americans Await Our Macaroni Message” and Mr. Fred Millis, president of the Millis Advertising Company, will relate an interesting story of just how this best should be done. This is the Industry's fund. It is to be used solely for the advancement of the trade in a general unrestricted way. You should know how, and get the knowledge first hand. Why not hear Mr. Millis on June 25?

#### Converting Advertising Into Dollars

Advertising is one thing and Selling is another. Just because your product is advertised, the extra orders will not come rolling in unless you properly prepare the way. You must put on sales effort closely tied-up with the campaign.

Mr. Thomas W. Beck, Editorial Director of the Crowell Publications, will outline a follow-through campaign that will enable all manufacturers to fully capitalize this national advertising venture. His message alone will be worth the time and expense of attending the 1930 convention.

#### Appraising Trades Associations' Values

Odd as it may seem in this advanced era of coordinated business, there are still many in the macaroni industry who do not fully appreciate the need and value of trade organizations, if judged by the half-hearted support accorded its activities in some quarters. Mr. W. W. Kincaid, president of The Spirella Company with branches in 3 countries, has had some valuable, actual experience with trade guilds or associations in this country, Canada and England. He has an interesting message that every macaroni



W. W. Kincaid

(Continued on Page 11)

# MILESTONE IS PASSED---Board Advertising Trustees Announces Advertising Schedule

The National Advertising program for Macaroni Products is on its way. At a meeting held May 16 in the Palmer House, Chicago, the Board of Advertising Trustees completed plans and arrangements for the first year's advertising of the four year program.

This marks an important milestone in the progress of the industry. Within the short space of just a few months this hitherto badly scattered industry has been solidified into a cooperative, progressive group, eager to make it possible for macaroni products to hold their own in competition with other food products. The cloak of conservatism has been definitely cast aside.

In drawing up the first year's schedule, the Board was confronted with the problem of selecting the media which would best reach the American public—in view of the funds available. In this connection all different methods of approach were considered, including posters, radio, street car card advertising and newspaper advertising. While all of these are proven sources of getting before the public, the Board decided that none offered the same opportunity for the amount of money to be spent that magazine advertising did. Therefore it was decided that for the first year, at least, the national advertising effort would be confined to the use of magazine space.

In this connection the Board decided to utilize publications appealing especially to women. As a result, 6 such magazines make up the schedule for the first year's advertising. This was done because it is the woman who is the family "supply officer" and thus it is the woman who must be appealed to in putting across any food product. However, this schedule will be supplemented by advertising to be run in various trade papers in the grocer and food distributor field. This will not only build up good will for macaroni products among the members of this field but will serve to make consumers better acquainted with them, inspire confidence.

Arrangements have been made by the Board of Advertising Trustees whereby every subscriber to the campaign will receive checking copies of all magazines containing advertisements placed in the Program direct from the publishers. This will enable every subscriber to become thoroughly familiar with what is being done in the

promotion of the products of the industry. This will also be of value in helping the subscriber with his own advertising—for of course, it is expected that every subscriber will tie up with the national advertising with his individual message. This service will begin about the middle of September, with October dated issues.

The first year's advertising, as has been explained many times before, will seek to remedy the existing situation of lack of knowledge on the part of the average American home manager in preparing macaroni products. Most of them know only two, at most,

|                          | For Macaroni Recipes | For Spaghetti Recipes | For Egg Noodles Recipes |
|--------------------------|----------------------|-----------------------|-------------------------|
| 1st Prize .....          | \$500.00             | \$500.00              | \$500.00                |
| 2nd Prize .....          | 250.00               | 250.00                | 250.00                  |
| 3rd Prize .....          | 100.00               | 100.00                | 100.00                  |
| 4th Prize .....          | 50.00                | 50.00                 | 50.00                   |
| 5th to 14th Prizes.....  | 25.00 each           | 25.00 each            | 25.00 each              |
| 104 Honorary Awards..... | 5.00 each            | 5.00 each             | 5.00 each               |

methods of preparing these products, and for this reason do not use the products as often as they might otherwise. Throughout the year the advertising will feature recipes used by the country's most famous chefs which will introduce many new ways of using macaroni products in tasteful and tempting dishes. The method of attack, in other words, will be through the appetite, the most vulnerable spot of all.

A cook book, to be known as the Energy Trio Cook Book, is being prepared by a nationally famous authority on household science, Miss Jean K. Rich. Miss Rich was formerly recipe counselor for the Royal Baking Powder company and the American Bakers association. Each recipe used will be tested and retested by Miss Rich before it is included in the book, in order that there will be no question of its accuracy. This book, with its 164 tested recipes, will help to introduce new and delicious ways of preparing macaroni products for use and will thus stimulate the demand for these products. The cook book will be prepared in the most attractive fashion so that every woman will want one.

One of the features of the first year's advertising as outlined by the Board of Advertising Trustees will be the Recipe Contest which will be opened with the start of the campaign. The first advertisement of the program, ap-

pearing in the October numbers of each of the six publications to be used on the general schedule, will announce the contest to all the women of the country, urging them to try for one of the 354 awards to be offered in this contest.

Prizes will be offered for the best recipes using either of the three products of the industry, macaroni, spaghetti, or egg noodles. In other words there will be three distinct groups of prizes of 118 each, with awards totaling \$5,000.

The complete list of prizes is as follows:

|                          | For Macaroni Recipes | For Spaghetti Recipes | For Egg Noodles Recipes |
|--------------------------|----------------------|-----------------------|-------------------------|
| 1st Prize .....          | \$500.00             | \$500.00              | \$500.00                |
| 2nd Prize .....          | 250.00               | 250.00                | 250.00                  |
| 3rd Prize .....          | 100.00               | 100.00                | 100.00                  |
| 4th Prize .....          | 50.00                | 50.00                 | 50.00                   |
| 5th to 14th Prizes.....  | 25.00 each           | 25.00 each            | 25.00 each              |
| 104 Honorary Awards..... | 5.00 each            | 5.00 each             | 5.00 each               |

Judges of national reputation have been selected, whose names will add considerable prestige to the contest. Those selected by the Board are: Sarah Field Splint, Director Food Department, McCall's Magazine, and Miss Jean K. Rich, recipe director and author of the Energy Trio Cook Book. The third judge will be a famous chef of one of the largest metropolitan hotels in the country, long known for his appetite-pleasing dishes.

Information will be released on this event to women's magazines and newspapers all over the country and will be maintained throughout the contest. This contest is aimed primarily to attract attention to macaroni products and to the macaroni industry; to get more and more women to use these products. The valuable prizes offered will induce many women to experiment with the products in order to submit recipes of their own. By this, the use of macaroni products will be greatly increased. In addition, they will be introduced to many people who have been unfamiliar with their goodness and real quality. This will send the advertising off to a flying start. The first advertisement of the program will announce all the details of the contest, calling attention to the Energy Trio Cook Book as an aid to prospective contestants.

The Board of Advertising Trustees also decided to engage a capable mer-

chandising director to act as a contact man between the Association and all subscribers to the program. He will be the official field representative, calling on subscribers and helping wherever he can in evolving workable merchandising ideas. His ideas will be published monthly in the Macaroni Journal, for the further aid of all subscribers. Another of his duties will be to keep in touch with the leading metric authorities of the country in the interests of the macaroni industry and macaroni products. Almost a hundred applicants have been considered, but the field has been reduced to six, from which final selection will be made. This will be done immediately so that a man can be put in the field by the time of the Convention.

The schedule for the first year has been drawn up by the Board with the greatest care. It has been made to meet all the problems with which the industry has been confronted in the promotion of its products. It is especially aimed to make a strong appeal to the housewives and home managers of the country. For this reason, magazine advertising will be confined to women's publications because it is here that food products must be sold for it is the women of the family who do the buying of foodstuffs for family consumption. Once macaroni products have been effectively sold to the women of the country their position among other food products will be assured. Trade paper advertising will serve as a complementary force in rounding out the program.

The entire schedule, as drawn up by the Board of Advertising Trustees, and the advertisements to be used will be formally presented at the annual convention of the Association at Niagara Falls, to be held June 25-26.

The general advertising schedule is reproduced below:

| Publication            | Month    | Page     | Circulation |
|------------------------|----------|----------|-------------|
| McCall's               | October  | 1/2 page | 2,561,000   |
|                        | November | "        | 2,561,000   |
|                        | February | "        | 2,561,000   |
|                        | March    | "        | 2,561,000   |
|                        | April    | "        | 2,561,000   |
|                        | June     | "        | 2,561,000   |
| Woman's Home Companion | October  | 1/2 page | 2,530,000   |
|                        | November | "        | 2,530,000   |
|                        | December | 1 page   | 2,530,000   |
|                        | March    | 1/2 page | 2,530,000   |
|                        | May      | 1 page   | 2,530,000   |

| Publication            | Month    | Page     | Circulation |
|------------------------|----------|----------|-------------|
| Good Housekeeping      | October  | 2/3 page | 1,799,000   |
|                        | November | 1 page   | 1,799,000   |
|                        | December | 2/3 page | 1,799,000   |
|                        | February | 2/3 page | 1,799,000   |
|                        | March    | 1 page   | 1,799,000   |
|                        | April    | 2/3 page | 1,799,000   |
| Pictorial Review       | October  | 1 page   | 2,525,000   |
|                        | December | 1/2 page | 2,525,000   |
|                        | May      | 1/2 page | 2,525,000   |
| Better Homes & Gardens | October  | 2/3 page | 1,207,000   |
|                        | December | "        | 1,207,000   |
|                        | March    | "        | 1,207,000   |
|                        | May      | "        | 1,207,000   |

TOTAL CIRCULATION.....13,026,000

## Trade-Paper Schedule

| Publication               | Month     | Page   | Circulation |
|---------------------------|-----------|--------|-------------|
| Chain Store Manager       | September | 1 page | 15,585      |
|                           | January   | "      | 15,585      |
|                           | April     | "      | 15,585      |
| National Grocers Bulletin | October   | 1 page | 28,000      |
|                           | February  | "      | 28,000      |
|                           | May       | "      | 28,000      |
| International Grocer      | September | 1 page | 25,704      |
|                           | November  | "      | 25,704      |
|                           | February  | "      | 25,704      |
| Facts & Figures           | September | 1 page | Not given   |
|                           | November  | "      | Not given   |
|                           | February  | "      | Not given   |
| Progressive Grocer        | September | 1 page | 76,063      |
|                           | October   | "      | 76,063      |
| National Retail Grocer    | October   | 1 page | 18,097      |
|                           | March     | "      | 18,097      |
|                           | May       | "      | 18,097      |
| Groceries                 | October   | 1 page | 10,900      |
|                           | January   | "      | 10,900      |
|                           | April     | "      | 10,900      |

TOTAL CIRCULATION.....446,984

Still another feature of service will be provided for subscribers to the Program. Considerably in advance of the formal opening of the campaign in October, all subscribing manufacturers will be provided with handsomely prepared advertising portfolios. Each manu-

facturer will receive a sufficient supply for all his salesmen to use in showing and telling customers and prospects just what this Program will do for them.

The portfolios will contain reprints of all the advertisements to be used during the year, exactly as they will appear in the magazines. There will be eighteen advertisements in all, six of which will be full pages in colors showing the tempting dishes which will be featured. The other twelve will be of less than page size in black and white, supplementing the other magazines. This service should prove of inestimable value to the subscriber in lining up his customers. The portfolios will show concretely just what the Program is going to do, and will thus enlist the cooperation of grocers everywhere because they are willing to back anything so sure of making profits for them.

The exact number of these portfolios which each subscriber is to receive will be determined by the amount of his subscription. Others may be had at cost.

All expenditures from the Advertising Fund will be closely checked by Association Auditors who will pass on all vouchers before they can be paid. The budget will be at all times kept up to date, with every item strictly accounted for.

The budget for the first fourteen months of the campaign, beginning May 1, 1930, closing July 1, 1931, was adopted by the Board of Advertising Trustees at the May 16 meeting. The approved budget is as follows:

|                                 |              |
|---------------------------------|--------------|
| Magazine Advertising            | \$202,000.00 |
| Space .....                     | 6,250.00     |
| Recipe Contest Costs.....       | 15,500.00    |
| Advertising Preparation .....   | 7,353.00     |
| Educational Department .....    | 7,500.00     |
| Energy Trio Cook Book.....      | 3,392.00     |
| Association Dues.....           | 12,454.00    |
| Merchandising Director—         |              |
| Salary and expenses.....        | 350.00       |
| "Every Month" Bulletin—         |              |
| Multigraphing and mailing ..... | 3,650.00     |
| Advertising Portfolio and       |              |
| Other Tie-ups .....             | 1,300.00     |
| Publicity .....                 | 3,570.00     |
| Trade paper advertising space   |              |
| Committee expenses—travel       |              |
| and hotel costs only.....       | 1,150.00     |
| Cost of monthly and semi-       |              |
| annual audits.....              | 1,330.00     |

TOTAL.....\$266,399.50  
Wolf & Company of Chicago and New York have been employed to audit all expenditures.

## The Presidential Roll

To nine outstanding leaders has fallen the honor and the duty of leading the National Macaroni Manufacturers association through 25 years of cooperative efforts and today several

hundred manufacturers in almost every state in the Union, and in Canada also, join in acclaiming them all as most

satisfactory pilots. The industry pay tribute to these intrepid guides and commanders whose faithfulness was best manifested when times were most trying.



The First President  
1904-1905  
**THOMAS H. TOOMEY**  
Of A. Zerega's Sons, Brooklyn



The Third President  
1908-1910  
**EDWARD DREISS**  
San Antonio Macaroni Factory, San Antonio



The Second President  
1905-1908  
**G. F. ARGETSINGER**  
L. B. Eddy Co., Rochester



The Fourth President  
1910-1916  
**C. F. MUELLER, JR.**  
C. F. Mueller Co., Jersey City



The Fifth President  
1916-1917  
**WM. A. THARINGER**  
Tharinger Macaroni Co., Milwaukee



The Sixth President  
**JAMES T. WILLIAMS**  
1917-1921  
The Creamette Co., Minneapolis



The Seventh President  
1921-1922  
**B. F. HUESTIS**  
Huron Milling Co., Harbor Beach



The Ninth and Present President  
1928-1930  
**FRANK J. THARINGER**  
Tharinger Macaroni Co., Milwaukee



The Eighth President  
1922-1928  
**HENRY MUELLER**  
C. F. Mueller Co., Jersey City

June 15, 1930

THE MACARONI JOURNAL

11

**WE'LL SEE  
YOU  
THERE!**

WE'RE LOOKING FORWARD TO  
SEEING YOU AT THE CONVEN-  
TION, JUNE 21. OUR HEADQUAR-  
TERS WILL BE PARLOR 707 AT THE  
GENERAL BROCK HOTEL. PLEASE  
DROP IN. WE'D LIKE TO SHAKE  
ALL OUR FRIENDS BY THE HAND  
AND EXCHANGE VIEWS ON ANY-  
THING FROM SEMOLINA TO  
THE LITERARY 'DIGEST' POLL.

YOURS TO COMMAND,  
**COMMANDER.**





# Association Officers "Then and Now"



MODESTO J. DONNA  
Secretary  
Braidwood, Ill.



FRED BECKER



EDWIN C. FORBES



DR. B. R. JACOBS  
Washington Representative  
Washington, D. C.

## Brand Registration Laws---State vs. Federal

You may think that the Federal registration of your trade mark is ample protection; that it insures you against infringement; that no other person or firm can use your trade mark anywhere. You think it is binding under all circumstances in all parts of the country. But all of this thought is entirely out of line with the opinions of the U. S. judges, states President L. M. Mida of Mida's Trade Mark & Patent Bureau.

Under the decision of the United States Supreme Court (U. S. Lithograph Company vs. Griggs, Cooper & Company) trade marks registered under the Federal law in the United States Patent Office are limited in protection only to interstate commerce infringements.

Basic common law rights of priority remain unaffected, but such rights must seek remedy against infringers in

lower courts of equity. Such actions at law carry much expense with little or no effect of penalty.

On the other hand, state laws for the protection of trade marks and containers carry severe penalties. Infringements are made subject to the criminal code of the state and definite money damages prescribed for each offense.

Correction of infringements without litigation is often easily effected by directing attention to the penal servitudes of various periods up to 20 years imprisonment and fines ranging from \$100 to \$1000, according to the laws of the several states.

State registration is not only essential to the fullest protection of the trade mark owners and distributing channels, but, most important, is the security in the state where the trade mark owner is situated.

Without local state registration there

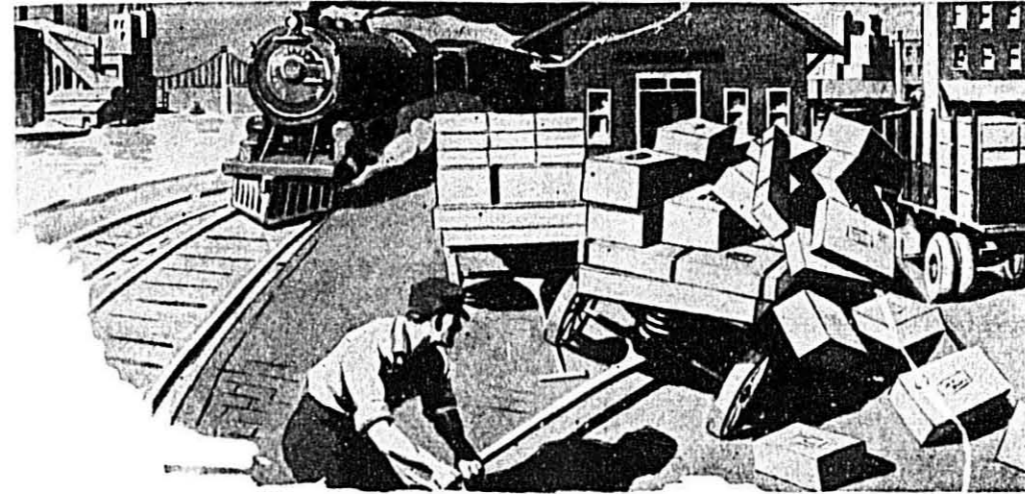
is no remedy under Federal registration against those who are doing business wholly within a state.

As a necessary duty to our Federal registration clients, we have adopted the practice of registering the trade mark of the client in the state where the client is located. It is optional on the client to register in additional states.

Where we have previously registered under the Federal law the client recommended to obtain, first, registration in the state of location and, second, registration in additional states to fortify presale rights and to protect territory where presale has not yet occurred.

Broad coverage as to specific goods is further advantage gained by registration in the states so as to anticipate extensions in the use of trade marks to related commodities.

Register early for the 1930 Conference of the Macaroni Manufacturing Industry, General Brock Hotel, Niagara Falls, Canada.



## Quality Containers Neutralize Abuse

Rough usage during transportation, of which the above illustration is suggestive, is something that you as a shipper must foresee and provide against when you buy your fibreboard shipping boxes. You must buy boxes that have the strength, the backbone, the resistance and the aggressiveness which enable them to deliver your goods, intact, at destination—as your customer would want them delivered. You cannot afford to court trouble with a temperamental customer by shipping in poor quality boxes that do not stand up under abuse.

If you use corrugated fibreboard boxes, our high cushion corrugations will be found effective in neutralizing transportation abuses because they run 36 to the foot with 3/16 of an inch between the heavy liners, giving a board caliper of practically 1/4 inch over all—an unusually strong, tough board, which meets every railroad requirement. In fact, you won't be able to find a stronger box for your purposes.

These high corrugations have become extremely popular wherever our corrugated products are used in hundreds of our biggest industries because they are always dependable in protecting shipments, incidentally reducing troubles with carriers and customers, and demonstrating their lower final cost.

On a par with our corrugated quality, our solid fibre products are extensively used and in demand by a large number of important industrial fields.

Give our fibreboard containers a fair, square trial. You will find that they are always dependable, high quality boxes, lowest in cost in the long run, that stand up strong and aggressive in the defence of your goods under punishing conditions in transit. When you write, refer to Dept. 9 for quick service.



Safeguard your shipments by using quality fibreboard boxes

## CONTAINER CORPORATION OF AMERICA

Mid-West Box Company    Sefton Container Corporation

Seven Mills • Fifteen Factories  
Capacity • 1300 Tons Per Day



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

## Your Advertising Campaign

By R. B. Brown, Fortune-Zero  
Company, Chairman, Board of  
Advertising Trustees

Your advertising campaign will soon be on. Think of it as your campaign, because it is. Every advertisement that will appear will be your advertisement, advertising your product and your industry. The success of the campaign will reflect definitely on your business.

Therefore it is distinctly up to you to back your own campaign, for your own good. The Board of Advertising Trustees has prepared the first year's schedule, which is announced in this issue, with the greatest care to meet the problems which have long confronted the industry. The schedule is the result of a close scrutiny of every situation, careful consideration of every approach to the problem of promotion.

As you will learn by consulting the schedule of magazine advertising printed elsewhere in this issue of the Journal you will find that six of the leading general magazines will be used in telling the country about macaroni products. In addition to this advertising, seven of the leading trade papers in the food distribution field will be utilized in building up the cooperation and good will of the grocers of the nation for macaroni products. These schedules will show you how thorough the coverage will be—that every logical avenue to public attention has been included in our plans.

However, as thorough as the national effort will be, it cannot and should not take the place of all effort on your part. You must back up this advertising with advertising of your own. Thus only will the best results be obtained. Your participation in this campaign can be of inestimable value to you, if you make the most of it. And you can do this in various ways. First of all, you can talk up the Program of the industry to customers and prospects. Show just what it will do for macaroni products and for the sale of macaroni products. Show your customers that it will mean increased profits for them in the increased sale of macaroni products. Nothing speaks quite so eloquently to anyone as profits. Be sure to make it clear to all your customers that the activity of the industry in building up public demand for macaroni can mean nothing else but increased profits. Every contact you make will give you opportunity to do this propagandizing, which will accrue very much to your benefit.

Then, advertise. The national cam-

aign will sell macaroni products in general. It will be your job to sell your own especial products. In this, tie up as closely as possible with the national advertising, in order to cash in on the good will and interest stimulated by the magazine advertisements. This is essential. The Board of Trustees have realized the necessity of this and have made adequate provision for it. The merchandising manager who will soon be placed in the field will have as his chief duty helping you with such problems, offering you workable merchandising methods that will help you put your products across.

My point in mentioning these things is to disillusion any who may have the idea that signing a subscription to the industry's publicity program is in itself a magic panacea for any dearth of business that may exist in their own business. Nor is it a painless substitution for individual effort on their part. Far from it. The national advertising placed by the Association will sell the idea of macaroni products in a more convincing and thorough manner than ever attempted before. But it is the spokesman for the entire industry—you and all the rest of the manufacturers subscribing to the Fund. It cannot, however, sell any particular brand or make. That you must do.

It might be well to consider here the nature of the national advertising, just what it will do.

This advertising, first of all, is purposed to correct the situation which has existed so long among the home-managers of America. The average housewife has not used macaroni products as much as she might otherwise because she was unfamiliar with them, because she knew but few ways of using them. The national advertising will feature appetite tickling dishes using macaroni products as used by the most famous chefs of the country. The method of attack will be centered on the human appetite, which at best is a frail thing and easily persuaded, when approached in the right manner. And this advertising will make just that approach. The advertisements as they have been prepared will make the mouth fairly water, so well has the presentation been made. This cannot help but create a great demand for macaroni products—the fundamental purpose of the entire campaign.

The Energy Trio Cook Book which will be offered through the advertisements and the Recipe Contest which

will be announced at the start of the campaign will serve further to attract the attention of women all over the country to macaroni products. The cook book is being most carefully prepared by Miss Jean K. Rich, former recipe counselor for the Royal Baking Powder Company and the American Bakers Association, and will be accurate. The book will be devoted entirely to recipes using macaroni products, introducing many new ways of using these products which are unknown to the vast majority of women. The Recipe Contest will also serve in enlisting the interest of women everywhere in using our products. Valuable prizes to the extent of \$500 will assure this interest. Throughout the whole campaign will run the dominant purpose we have kept before us. Namely, familiarizing the public with the real goodness of the products.

I certainly do not want to sound a negative note in this article. The National Advertising Campaign is without doubt the greatest thing the industry has ever attempted. Its value to the industry is already assured. I do, however, want to warn all subscribers that they must not rest on their own and relax all individual effort. The national advertising is intended to broaden the way for the efforts of each subscriber, to make it easier for him to gain the attention of those he seeks to interest.

Therefore subscribers should prepare to put forth more effort than ever before. The time was never better. The Association has prepared to render every aid to subscribers in helping them do this. In this connection I would mention the Advertising Portfolios which will be issued to each subscribing manufacturer on a quarterly basis. These portfolios will contain the complete schedule for the first year, together with reprints of every advertisement to be run. These will be given just as they will appear in the magazines, reproducing the attractive displays, the tempting dishes which will be featured. Your salesmen are to use them in showing customers and prospects just what the program is going to do in boosting the sale of macaroni products—increasing the profits of the distributor who stocks them.

As we stand on the threshold of our actual advertising campaign, we will feel proud, because we have accomplished something really big.

# MACARONI BOX SHOOKS

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

Our timber holdings and 11 mills located in

Florida

Alabama

Mississippi

Louisiana

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

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

## J. C. NICHOLS

Home Office  
Tribune Tower  
Chicago, Ill.

Eastern Office  
123 So. Broad St.  
Philadelphia, Pa.  
F. H. Golday, Mgr.

### Civilization Parallels White Flour Improvement

a cooperative group we now stand ready to embark on the greatest movement in the history of the industry, and this has been made possible by the remarkable enthusiasm and the spirit of cooperation that has been displayed everywhere. With the continuance of this same spirit into the campaign itself, nothing can prevent a smashing success. However, we must all remember that we are going into a contest against giants. It won't be an especially easy struggle, either. We must all be prepared to put in a lot of effort, for we can expect results in direct proportion to the amount of effort we expend.

Macaroni products are not something new just being introduced to the public, but something of the same situation exists. Because of the comparative inactivity of our industry during the past, the public will have to be educated in their use. This will take time and a great deal of patience and sustained effort on the part of all of us. But the final result will be well worth the price. We can all be assured of that.

The belief of some "ultra moderns" that coarse, dark bread is more healthful than white was scored by Robert E. Sterling of Kansas City, Mo., editor of the Northwestern Miller, who quoted recent scientific findings to show "you need no longer let your conscience or your fears or crackpot food faddists fool you."

Sterling spoke from Chicago over the Columbia Broadcasting System in the Romance of American Industry series arranged in cooperation with the Washington branch of the American Trade Association Executives.

Terming milling the "oldest industry in the world," Sterling said that "through all the ages the quality and whiteness of the bread eaten almost exactly parallels the advance in civilization. Today fine white bread is uniformly demanded by the most enlightened nations, while backward people

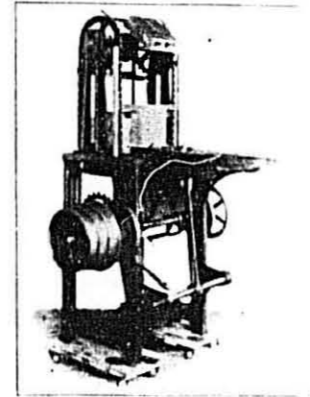
are content with coarse textured and dark colored loaves.

"It is only in comparatively recent years that some of our ultra moderns have demanded that we turn the clock back and eat coarse, dark bread for health's sake. When we eat whole grain bread we derive nourishment only from the part which is made by the miller into white flour. The rest of it merely supplies roughage, which sometimes is good for intestinal disorders, but quite as often, especially with children and aged people, acts as an irritant with not infrequently serious consequences."

Sterling described milling processes from the earliest times, explaining there was evidence that wheat was cultivated in the paleolithic age and "certainly it antedated by thousands of years any historical record." The ancestor who invented the process of milling flour by rubbing wheat between stones with a circular motion instead of "pounding it" was one of the greatest inventors of all time," he said.

*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

...ne seen... Mexican athlete, ... was captain of Mexico's track team at the Paris Olympic games. The bride was a student at the University of California.

### Starved for Spaghetti, Chicago Opera Star Has Wild Fight

Kansas City, Mo., March 31.—(UP)—A colorful, dramatic, but unscheduled climax to last week's visit of the Chicago Civic Opera company came to light here today. The climax came in the union station train sheds at 1 a.m. Sunday when Cesare Formichi, big baritone, reportedly indignant over his diet came to blows with E. H. Dietze, argumentative auditor for the company. Eye-witnesses said the auditor came off victorious by landing what is known outside of operatic circles as a "haymaker" on the eye of Baritone Formichi, who usually takes honors in heavy roles. Witnesses assert the fistcuffs followed strained relations between the pair, started when the baritone was denied succulent steaks and spaghetti, his usual diet, and was forced to eat ham and eggs. Such gastronomic indulgences might react on the quality of Formichi's strenuous performance, the auditor argued. Formichi stood the restraint until train-time, when a clash occurred, according to witnesses, which paled at least the one-round heavyweight ballet staged by Primo Carnera and George Trافتon here several days before.

**Bullet Car Nears Mark Trial Run**  
**Writing Expert Aids Near Defense**  
Addresses of several message parlors, appearing on a card said to have been found on the floor of the apartment in...

...w. du. are in Some testify Wedne. ngton, North Geor. preader operatic ead, aa. who is t ernment pan) he for the Inspector Paul por In 192 ized to is in Minne ed the r \$100,000 principal however, y It issued f holders o . acuire the firm failed londs, the that it be

**FIV F**  
Intolerance today is as hideous as witch burning of old.

### New Grecian Macaroni Regulations

In the new regulations governing the quality of macaroni products and wheat flour for consumption in Greece as published in the Official Greek Gazette, semolina is defined as the offal of fine flour. The regulations reported by Ralph B. Curren, assistant commercial attache in Athens, are as follows:

"Macaroni products are the products made from a dough rich in gluten composed of semolina or flour and water and containing no leavening, which are dried by partial heating or exposure to the air, without being baked.

"The macaroni products, in their dried or boiled condition, shall not have an unpleasant odor nor a sour taste.

"During their boiling they must swell out at least twice their original volume, and must not break or be converted into pulp.

"No flour derived from the starch of

rice, corn, pulse, potato, etc., shall be added during the preparation of the dough of macaroni products.

"Their acidity shall not exceed 10 degrees or 0.90% in lactic acid.

"The water content shall not be more than 12% with a maximum tolerance of 1%.

"The macaroni products prepared with eggs shall contain at least 2 full eggs for each kilo of flour, the use of egg byproducts being prohibited.

"The use of extracts for coloring purposes in macaroni products prepared with or without eggs, even if such extracts are harmless, is prohibited."

The requirements which are to be fulfilled by wheat flour milled locally or imported from abroad for consumption in Greece are hereby fixed as follows:

1. The word flour, not otherwise stated, means exclusively the product obtained from milling of the industrial wheat.
2. The product obtained from mill-

ing of other cereals and pulse must be stated by the word "flour," accompanied by the denomination of the grain from which it was derived.

3. The name semolina will be given only to the byproducts derived from wheat after extracting the fine flour.

4. The odor of the flour shall be that of good quality flour, and its taste neither bitter nor rancid.

5. The flour shall not be altered in anyway or deteriorated, and shall be free of any adulteration made in order to conceal its alteration or to make it appear as a flour of a superior quality.

6. The qualities of semolina that may be given to consumption, its ingredients in each quality are as follows: For semolina, the water maximum (moisture contents), 13%; Gluten minimum, 28%; Sulphuric Acidity maximum, 0.07%; Ash maximum, 0.8%; Bran maximum, zero; Fatty substances maximum, 1.10%.

Join the TREK to Canada for the Macaroni Convention. All are welcome—The dates are June 24-26; the place—Niagara Falls.

OPERA STAR COOKS AS WELL AS SHE SINGS



Rosa Ponsella, popular opera star, is adept in preparing her favorite dish. Guess what it is. She is doing it under the critical supervisions of "la mama." Very homelike, eh? and so natural.

#### Clear, Concise and Explicit Laws And Regulations in Greece

The new Grecian laws covering the Definitions and Standards of Macaroni Products stand out as a shining example of simplicity, yet containing all the necessary "teeth." Among the points stressed by these people who have used these products for centuries are:—

- 1—Macaroni Products shall be made from a dough rich in gluten.
- 2—It is an "unbaked product."
- 3—No unpleasant odor or sour taste.
- 4—Must swell in boiling and not become "pasty."
- 5—Blending with rice, corn, potato flours prohibited.
- 6—Acidity must remain under 10 degrees.
- 7—Moisture not to exceed 12% with 1% tolerance.
- 8—Egg Macaroni Products to contain at least 2 full eggs per kilo of flour.
- 9—Use of egg byproducts prohibited.
- 10—Coloring extracts, however harmless, prohibited.

R-E-M-E-M-B-E-R

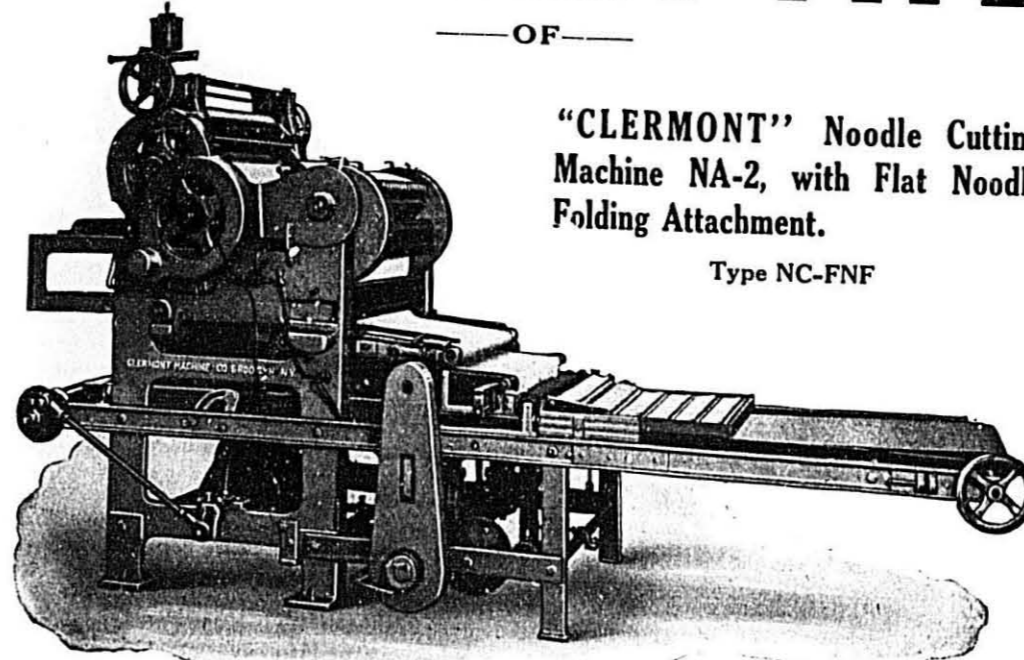
The Macaroni Men's Convention is YOUR AFFAIR. Attend and make the most of it.

## THE LATEST TYPE

—OF—

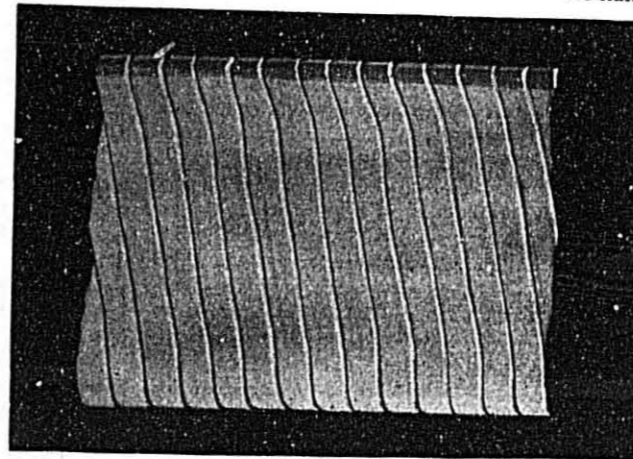
"CLERMONT" Noodle Cutting Machine NA-2, with Flat Noodle Folding Attachment.

Type NC-FNF



No skilled operator required THE MACHINE WHICH PAYS DIVIDENDS 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  
 Mostaccioli Cutters  
 Egg-Barley Machines  
 Triplex Calibrating Dough Breakers  
 Fancy Stamping for Bologna Style  
 Square Noodle Flake Machines  
 Combination Outfits for Smaller Noodle Manufacturers

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

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

# Secrets of Successful Trade Marking

## --Let Your Firm Name Reinforce Your Brand

By Waldon Fawcett

Many a marketer of macaroni, spaghetti, egg noodles, etc. has been unconsciously working against his own good by compelling his trade mark to play a lone hand. Too many otherwise faithful brand owners are harboring the dangerous idea that the trade mark is a thing apart from the other assets of a business. They have been treating it as though it were self sufficient and all sufficient. Bluntly, the trade mark hasn't had the cooperation and support it should have if it is to deliver its highest horsepower in sales stimulation and sustainment of turnover.

Before we have a closer look at the backing which a good trade mark deserves, let it be clearly understood that there is no disposition to say to hint that a trade mark inevitably must be bolstered on its job. No scandal here to the effect that a trade mark cannot make good unaided. If there is any force or factor in modern business that can make a good showing as a self starter it is the well pedigreed trade mark. Once started on its promotional mission, it goes merrily along gathering good will momentum and pyramiding its demand magnetism. What is worthy of all emphasis, however, is that the trade mark which is capable of plodding along with no nursing and no "lifts" can be counted upon to give a much better account of itself if given sympathetic boosting that will not cost the trade mark owner enough time or money to worry him.

There are several separate and distinct methods of glorifying a trade mark but the one we are to consider particularly today is the formula which undertakes to line up the firm name or the corporate title of a seller with the brand, nickname or byword which is the backbone of his business. The best plan of all, undoubtedly, is to embody the trade mark in the corporate title or firm name. Under favorable circumstances the trade mark name may "double" as firm name by the simple expedient of tacking the word "Incorporated" to the magic word. If that method of reiteration is not practicable, the next best thing is to include the trade mark name as a part of a longer or composite corporation name, making the trade mark "handle" the dominant feature of the corporate name.

Accepting this prescription for making the corporate signature a trade mark repeater as jolly good advice, we need not blink the fact that it is not advice that can be followed with equal ease under all circumstances. If a new recruit is just entering the macaroni business and is primed at the outset to make his firm name echo his brand it is no great trick to bring it about. The case is not so simple for the tradesmen who decide to feature his trade mark after he is established in business under a corporate title that makes no mention of the trade mark name. Likewise is the situation complicated for the corporation which puts out goods under several trade marks instead of depending on one mark.

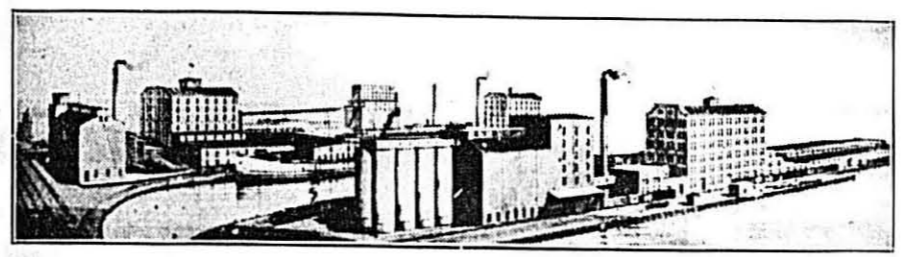
Let us see how to make the best of the bargain in each of these plights. Because a manufacturer's corporate or firm name is older than his trade mark is no reason why he should not shake up his scheme of identification if the trade mark becomes better known to the trade and to the public than is the firm name. Hundreds of prominent firms have done just this in recent recent years. They have junked old, cumbersome corporate titles and have put in their place new firm names consisting of, or built around, the trade mark. Even if a manufacturer likes to use his own personal or family name as the basis of his firm name, the exercise of a little ingenuity will enable him to couple up the surname in which he takes such pride with the trade mark name which his customers know even better than they know the personality name. To illustrate: suppose John Jones has been operating his business under that name but finds that he is not "consolidating" his industrial property as he should. His solution, if he desires to hold to what he has and gain something new, is to incorporate as John Jones Eureka Macaroni Company, supposing "Eureka" to be his trade mark. Then, in his printed matter and on his packages he can play up the Eureka part of the revised firm name while continuing to get the advantage of all the reputation and prestige there is in the Jones name.

If a manufacturer has several trade marks, each in use on an individual

product, he has a more difficult problem when he sets out to turn his trade mark and his corporate name into a double barreled weapon for selling attack. If one of his brands is clearly the leader of the line, and can be counted upon to remain at the head of the "family" it may be practicable to promote the featured trade mark to place in the firm name. If all of the several or sundry brands are on a par the approved solution is to use a surname or other inclusive title for designating the firm but to reverse the order of procedure by carrying the firm name to the trade mark name instead of absorbing the trade mark name into the corporate title.

Hooking up a personalized firm name with a house brand may be done by hyphenation. Or it may be accomplished by summoning a common possessive prefix for each specialty name in the full line. Thus, if John Jones is fostering a "family" of products under distinctive trade mark names the scheme would be to particularize the respective items as Jones Eureka, Jones Nonpareil, and so on through the roster. Some of our readers may have misgivings lest it be difficult to persuade the public, accustomed to the use of a short trade mark, to "call it by its full name." As a matter of fact this has not proved difficult in most of the instances where this device for double identification has been employed.

Aside from the advertising gains which are derived when the firm name is made the ditto of the trade mark or when the two are put into double harness, there is a worthwhile increase in trade mark protection. A firm that has its trade mark as the dominant feature of its corporate name can hold off name imitators more effectively and hold them at a greater distance than if dependent solely on straight circumstances of trade mark infringement. On the other hand, when "the gettine" article under a popular or familiar brand has the nickname qualified in ways by a surname or firm name everyday purchasers may not check but double check on the identity of their purchases and risks of substitution of goods are lessened in proportion.



### The Shortest and Best Recipe---

**"Use The Best of Raw Material and A Sufficient Quantity"**

# HOURGLASS SEMOLINA

## RECOMMENDED FOR THIS OBJECTIVE

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**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.

# ★ \$150<sup>00</sup> IN CASH PRIZES ★

*Have You Sent Your Reasons?*

*1st Prize \$25<sup>00</sup> and Prize \$15<sup>00</sup>*

**\$10 EACH FOR EVERY LETTER WE PUBLISH!**

**Open To All Children Macaroni Manufacturers**

## **READ THESE SIMPLE RULES**

**T**HIS contest is open to all children between the ages of six and fifteen years whose parents or relatives are in any way connected with the manufacture of macaroni products, or allied trades. All you need to do to enter this contest is to write us in your own words giving three best reasons for using Two Star Semolina to make perfect macaroni products. Why you think Two Star is better, or instead send in the best actual experience of some relative or business associate in your family, which illustrates the best reasons for the use of Two Star Semolina. Get your father's or uncle's or his associates' experience if he has not already told it to you, and put it down on paper. Do not use over 100 words. The prizes will be given for the most original thoughts, and in case of a tie will go to those papers most cleverly and neatly worded. The names and photographs of the prize winners and all letters we use will be published in the Macaroni Journal. Remember, we will give \$10 for every letter we publish. Contest closes at midnight, July 15, 1930. Be sure all essays contain your name and correct address, also your age and the name of the macaroni plant in which your father or relative is interested. Sit down tonight and send us your three reasons. Any one who has used Two Star Semolina can give you many good reasons.

Address all inquiries to "Contest Editor"  
Minneapolis Milling Co., Minneapolis, Minn.

## **Contest Closes July 15**

New York Office,  
410 Produce Exchange

Philadelphia Office,  
418 The Bourse

Chicago Office,  
605 N. Michigan Ave.

**BE SURE  
TO SEE US  
BEFORE BUYING**

**TWO-STAR  
IS A GOOD  
PRODUCER**

**THE MINNEAPOLIS MILLING CO.**

Buffalo Office,  
Dun Bldg., 7th Floor

Boston Office,  
177 Milk Street

San Francisco Office,  
Merchants Exch. Bldg.

# Back Up Your Board of Advertising Trustees

The members of the Board of Advertising Trustees carry much of the responsibilities for the success of our Publicity Program on their shoulders. Surely, therefore, they deserve the loyal support of all of us.

As the fund-raising time closes, they assume complete direction over the destinies of the program and maintain this control throughout the four years of the advertising campaign. During this time all questions of policy and direction of the movement will fall to the consideration of this body. The members composing this group will be called on to make important decisions and assume heavy responsibilities which deal with the welfare of the entire industry. As a matter of fact, it would be impossible to list all of the duties of the Board but here are just a few of them for your consideration:

For one thing, it will be the duty of these men to make up the budgets for the expenditure of the Fund. Needless to say, this will be a grave responsibility, one which will require considerable business ability to employ the funds of the Association to best advantage. The Board will also supervise and control all expenditures from the Fund.

The advertising of the Association will be under the control of the Board. All advertising will be scrutinized, after the type of advertising to be used has been chosen and the media for displaying it selected. The selection and preparation of tieup material for the use of subscribers is still another of the duties of this body.

The merchandising director will work under the supervision of the Board of Advertising Trustees, who must see to it that an exact and helpful merchandising policy is carried out at all times.

From even this partial list which gives but a few of the many duties of the Board, it is easy to see the extent of the responsibilities devolving upon the members of this body. From time to time we have spoken of the Fund as a "war chest" and the entering upon the advertising campaign as a declaration of war. This figure of speech can be carried out in likening the Board of Advertising Trustees to the G. H. Q. of war times.

This group of men must direct all the activities of the drive, in brief, and see to it that the drive is carried out

in the most telling fashion possible. It must also be remembered that the members of this committee work entirely without remuneration—their sole reward lies in the benefit accruing to the industry as a result of their efforts.

Some of the outstanding leaders of the industry make up the Board of Advertising Trustees—men who have been unselfishly devoting their time and effort in the interests of the industry. The personnel is as follows: R. B. Brown of Fortune-Zerega Company, chairman; James M. Hills, Foulds Milling Company, and G. Guerrisi, Keystone Macaroni Manufacturing Company, members representative of the macaroni manufacturers;

## More Uniform Recipes

Miss Jean K. Rich, who has been retained by the National Association as Recipe Counselor, has behind her a long experience in the preparing and checking of recipes for food products. Miss Rich will be at the convention at Niagara Falls, and will be glad to confer with any manufacturer on his recipe problems. It is very desirable that the cooking directions and recipes which appear on the package labels in the future be to some extent tied in with the national advertising campaign, therefore, we suggest that you bring along to Miss Rich samples of those labels which carry recipes or cooking directions.

## Declaration of Coloring

The use of artificial coloring in macaroni products is absolutely prohibited by Federal regulations in so far as they concern interstate shipments and by many state laws that cover intrastate business. In the Federal law there is a provision permitting the manufacture of artificially colored macaroni products that are intended for export to countries where artificial coloring is not prohibited.

There seems to be some indecision among the Washington officials as to what constitutes the proper labeling of artificially colored macaroni products for export. Some officials have advised that a declaration of color is required on the label. Others are of the opinion that if the label contains the statement that it is manufactured for export and prepared in accordance with the directions of the foreign purchaser and it is in keeping with the laws of that country, that is a sufficient declaration, provided, however,

Martin Luther, of Minneapolis Milling Company, and A. J. Fischer, Pillsbury Flour Mills, are the representatives of the allied millers on the Board. These names are familiar to all who have followed the progress of the campaign, for all of these men have been active in promotional efforts. President Frank Tharinger and Secretary M. J. Donna as ex officio members complete the Board of Advertising Trustees.

Certainly we owe these men every ounce of support we can muster. With such leadership and hearty cooperation on the part of all of the rest of us, our program can be nothing short of smashing success.

that the country to which the product exported does not require a declaration of the presence of the artificial color as also provided, that the foreign purchaser specifically requests the use of artificial color in his order.

A food inspector who visits a plant and notices the making or packing of artificially colored goods can assume that they are for domestic consumption as it will be up to the manufacturer to prove that they are for export and the valid proof is the original order with the coloring specifications. The National Macaroni Manufacturers Association through its Washington office is endeavoring to obtain a ruling on this point from the Department of Commerce.

"LAUGHING AT BUSINESS"

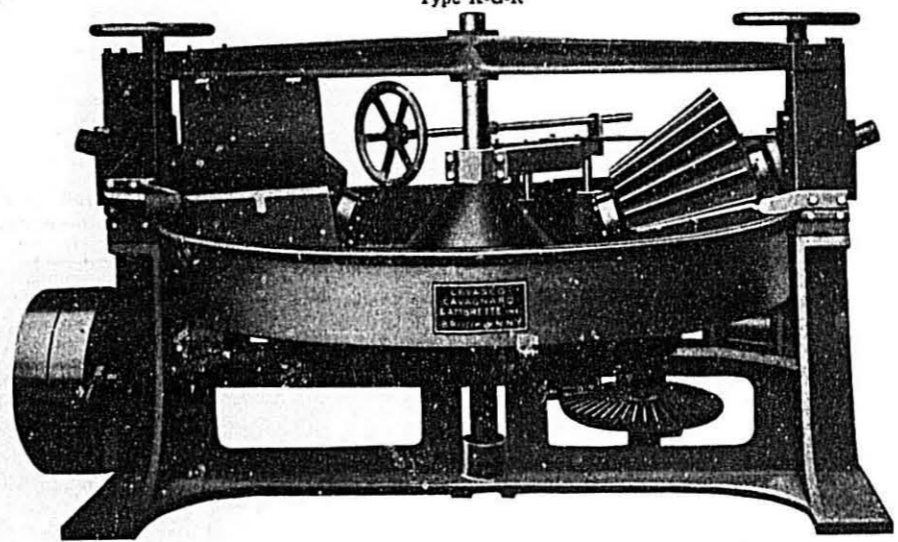


Charles Milton Newcomb After Dinner Speaker

# 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 machine shown above is our improved Dough Kneader. For further details send for our illustrated circular.

**Don't Forget Your Date.**  
**The Time.**

**JUNE 24, 25, 26, 1930**

**The Place**  
**Hotel General Brock**  
**Niagara Falls, Ontario, Canada**

**The Reason**  
**Macaroni Manufacturers Convention**  
**To Energize The Macaroni Industry**

156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street  
Address all communications to 156 Sixth Street

## Special Historical Facts

### Our Industry---Ten Years Ago

June 15, 1920

California manufacturers battle charge of profiteering due to price increase from 6.5c to 9.25c a lb. The Semola Milling company of St. Paul appointed a receiver.

High cost of living was the general subject of discussion at conventions and business meetings.

"Macaroni wheat a godsend to northwest farmers" said Secretary E. T. Meredith of the U. S. Department of Agriculture.

Convention Theme—More Practical and Profitable Merchandising. Just what the Industry needs most today. Hear it discussed at Macaroni Convention June 24-26.

### Our Industry---Five Years Ago

June 15, 1925

Mound City Macaroni Co., organized in St. Louis through a merger of several firms.

Macaroni manufacturers in united effort to make Friday-Macaroni Day.

Foulds Milling Co. offered as a premium to housewives specially designed aluminum macaroni cooker.

San Diego Macaroni Co. entertained local Chamber of Commerce at a spaghetti dinner.

Fredonia Macaroni Co. incorporated in Fredonia, N. Y.

Fire destroyed Galina Macaroni Mfg. Company plant.

Johnson, R. I.

Imperial Macaroni & Noodle Co., Butte, Mont., give articles of incorporation.

Randozzi Macaroni Mfg. Company plant burned to the ground. Estimated loss \$100,000.00.

C. F. Mueller company float won praise in Industry Parade in Jersey City.

Capital Flour Mills, Inc., formed to specialize in milling durum products. C. P. Walton is president.

### Needs 160,000 Pounds

The U. S. navy department is asking for bids on 160,000 lbs. of spaghetti to be used in feeding the sailors and Navy employes during the summer and fall. All bids are to be sent to the Bureau of Supplies & Accounts, Navy Department, Washington, D. C. and should plainly indicate the class or schedule they apply to.

The spaghetti shall be in strict accordance with "Specifications 56-S-26c," issued by the Navy Department, December 2, 1929, copies of which may be obtained upon application to the Supply Officer of any Navy Yard. No samples are to be submitted with the bids as the Department is probably well acquainted with the quality of the products by the plants that usually supply its needs.

Class 1548, schedule 3535 calls for bids on 45,000 lbs. of spaghetti to be delivered to the Officer-In-Charge, Navy Supply Depot, Brooklyn, N. Y.

Class 1549, schedule 3535 calls for 15,000 lbs. of spaghetti to be delivered to the Supply Officer, Navy Yard, Philadelphia, Pa.

Class 1550, schedule 3535 calls for 50,000 lbs. of spaghetti to be delivered to the Officer-In-Charge, Naval Supply Depot, Naval Operating Base, Hampton Roads (Sewall's Point), Va.

Class 1551 of schedule 3535 calls for 50,000 lbs. of spaghetti to be delivered to the Supply Officer, Navy Yard, Puget Sound (Bremerton), Wash.

Title to the product will pass to the Government at the point of shipment with the understanding that the material

tion; if rejected title is to revert to the contractor and the material held at the contractor's risk. It is further required that if the material is not in accordance with the specifications covered by the contract, it will be replaced at the contractor's expense with other material upon receipt of notice of rejection.

All bids are to be executed and forwarded on standard form No. 31 (Navy Edition).

### Russo Company Subscribes

Munzio Russo, of the Andrea Russo company, Chicago, is among the most recent manufacturers to give concrete



Munzio Russo

proof of his faith in the industry drive by progressive macaroni manufacturers by subscribing to the industry's "war-chest."

In making his subscription, Mr. Russo declared: "I sincerely believe this movement to be the greatest thing ever attempted by this industry. I have complete confidence that the

most dare hope for, and that through it we will be able to place our products in their deserved place in the national diet. I know that it will be a hard fight, but with all of us sticking to our guns we will gain a notable victory."

You will not have to drink any of the water that goes over the Falls, but you can drink in much invaluable knowledge by attending the Macaroni Convention June 24-25-26, 1930.

### Tharinger Heads Good Will Tour

While macaroni manufacturers appreciate that Frank J. Tharinger, president of the National Macaroni Manufacturers association, is a very big man with his association management and the additional demands of the Advertising Campaign, his friends in Milwaukee believe that he has ample time to assume and perform other tasks. Therefore the Milwaukee Chamber of Commerce has seen fit to appoint Mr. Tharinger as chairman and spokesman for the Trade Promotion Committee during the 27th annual good will tour being sponsored by the business men of that city. Mr. Tharinger will personally supervise the tour which will take in 29 leading cities in Wisconsin and upper Michigan during the week of June 9-13. This should just put him in fine fettle for the Macaroni Convention two weeks later.

See the Macaroni Advertising Exhibit in The General Brock Hotel

KING MIDAS SEMOLINA is an INSPIRATION to the MACARONI MANUFACTURERS who are EARNESTLY ENDEAVORING to BUILD up their BUSINESS on the PERMANENT FOUNDATION of QUALITY

Use



QUALITY

SERVICE

**KING MIDAS MILL COMPANY**  
MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

No. 2 SEMOLINA

SPECIAL SEMOLINA

No. 3 SEMOLINA



## Pennsylvania Macaroni Laws

The Pennsylvania Department of Agriculture has issued the General Bulletin No. 485 giving standards and definitions for foods as recommended by Jas. W. Kellogg, director and chief chemist of the Pennsylvania Bureau of Foods and Chemistry. The Bulletin contains certain rules and regulations for the guidance of officers and employes in the administration of the food laws within the commonwealth.

The bulletin deals in a general way with the collection of samples, analyses, food coloring, adulterations, misbranding, etc.; then follows specific standards and definitions for all foods offered for sale in that state. The following definitions and standards apply to macaroni products, legally termed "alimentary pastes":

All alimentary pastes must be kept free from added yellow color either of coal tar of vegetable origin or any other color which may deceive or mislead the purchaser.

1. ALIMENTARY PASTES are the shaped and dry doughs prepared from semolina, from farina, from wheat flour, or from a mixture of any two or of all these, with or without salt, and with 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 method.

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

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

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

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

6. NOODLES, EGG NOODLES, are a form of egg alimentary pastes, which, in the course of its preparation,

has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

7. VEGETABLE NOODLES, VEGETABLES WITH NOODLES, are a form of egg alimentary paste, which, in the course of its preparation, has been combined with vegetables such as spinach, tomatoes, carrots, etc., in amounts sufficient to impart to the finished product a distinctive flavor characteristic of the vegetable used.

8. PLAIN VEGETABLE NOODLES are a form of plain alimentary paste, which, in the course of its preparation, has been combined with vegetables such as spinach, tomatoes, carrots, etc., in amounts sufficient to impart to the finished product a distinctive flavor characteristic of the vegetable used.

9. 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.

### Meals

PURIFIED MIDDINGS is the clean, sound granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm retained on 10 XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15% of moisture.

FARINA is the purified middlings of hard wheat other than durum.

SEMOLINA is the purified middlings of durum wheat.

### Curves Are In Again

Employers of women, particularly young women, welcome the passing of the drastic semistarvation 18 day diet once so popular in Hollywood. It is definitely being supplanted today in public favor by the more rational 30 day diet, which provides a balanced ration producing health and energy and at the same time bringing the willowy curves which are now the accepted mode. And the girls are pleased too, for the new diet is much more palatable and in practice is more comfortable. Meal time is again something to look forward to.

As far as vitality and vigor were concerned, the 18 day diet was a fast rather than a diet. It contained so little of the elements necessary to form a sound ration that its practitioners were hampered both at work and at play by lassitude, and that "all gone" feeling. Members of the film colony on the Pacific coast who attempted its rigorous limitations soon discovered their physical inability to maintain their programs of work and recreation.

The originator of the Hollywood 30 day diet is Nancy Carroll, one of the younger screen stars. With the aid of doctors and dietitians she fashioned a combined program of exercising and sensible daily menus. The principle of the new diet is the retarding of the reducing process by extending the time 30 days and the reduction of the daily calories without eliminating the carbohydrates so necessary to health and vigor. One pleasant feature is the exclusion of sweets as an essential part of the menu. The "dieter" is permitted and even encouraged to eat candy every day, preferably as a dessert after luncheon and dinner.

The popularity of the new "diet" is another proof that the pendulum of fashion has swung over to curves and health again, and that the mad craze for slimness bordering on emaciation is disappearing from the American scene.

### Noodle Necklace



Macaroni Necklace and Bracelets—All Rage at Food Show

Los Angeles, Calif.—Not the least interesting of the exhibits at the Los Angeles Food Show is the fetching "Noodle Jewelry" worn by this young lady, Miss June Blossom. Others will wear as a part of the spaghetti macaroni section's demonstration. Macaroni is as good to look at as it is to eat, they allege. And it's nice to know that in a pinch one can always make a meal off of one's pantry.

International News Reel Photograph.

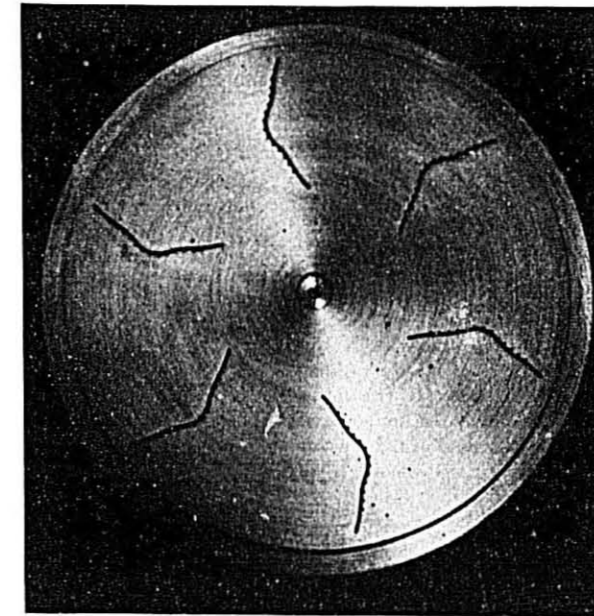
MARIO TANZI & BROS., Inc.

Presents

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

A Distinct Achievement  
in  
Macaroni-Die-Making

Equally Suitable for  
PRODUCTION and QUALITY



### FEATURES

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

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

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

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

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

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

MARIO TANZI & BROS., Inc.

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

CREATOR and MAKER  
OF FINE DIES

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

## Notes of the Macaroni Industry

### Spaghetti Boycott in Cuba

Tourists contemplating a visit to Manzanillo, a little town in the province of Oriente, are advised to carry their own spaghetti with them until further notice. News reached the capital city of Havana that a boycott has just been declared on the Italian commodity there.

It seems that the trouble all started when the importers and wholesalers of Manzanillo arbitrarily raised the price on spaghetti more than 50%, thus making it impossible for the ordinary citizen to use it in its favorite role in Cuba—as thickening for the soup. As a result the housewives of the town decided forthwith that spaghetti is not absolutely necessary in one's potage, anyway.

To cinch the argument, placards have now begun to appear on the streets extolling the virtues of garden truck and advising that it be used in the soup pot until such time as reason again dwells among the spaghetti vending fraternity.

### New Orleans Manufacturer Dies

Joseph Cusimano, one of the pioneer macaroni manufacturers in the city of New Orleans, La., founder and owner of J. Cusimano & Company, died at his home at 3018 Napoleon av. on May 1 after a prolonged illness. Mr. Cusimano, who was 66 years of age, went to New Orleans just 50 years ago from his native home in Palermo, Italy. He first engaged in the import business and later started a small macaroni manufacturing plant which under his able direction and untiring efforts expanded and flourished. The present modern plant stands as a monument to his ability.

The funeral was at 3 p. m. May 2 and burial services were in charge of the Society of Giovanni Bersaglieri of which Mr. Cusimano was a founder. He is survived by his wife, 6 sons, 3 daughters and 11 grandchildren. Burial was in Metairie cemetery.

### Atlantic Macaroni Co. to Advertise

The Atlantic Macaroni Co. of Long Island City, N. Y. will sponsor a special campaign for its products starting in the late summer. The Andrew Cone General Advertising Agency, Inc. of New York city will handle the publicity, which will aim to reach the public through radios and newspapers. Aside from emphasizing the food value

of these products the advertising campaign will attempt to teach their proper preparation and serving.

### Makes Aeroplane Call

Charles C. Rossotti, general sales manager of Rossotti Lithographing company, New York city, making his first trip through the central states used an airplane in making some hurried jumps. After calling on the trade in St. Louis in the morning, he chartered a plane for a jump to Kansas City where he spent the afternoon with the macaroni manufacturers, then left by a night train for Chicago.

Charles, Junior, is a hustler. The next day he was visiting the headquarters of the National Macaroni Manufacturers association in Braidwood, Ill., where he revealed his convention plans to the secretary-treasurer.

### "Washburn" Miller Calls

Charles L. Miller, Chicago semolina salesman for the Washburn Crosby company, visited macaroni headquarters at Braidwood, Ill. last month. C. L. wanted some first hand information about the convention and knew where to get it.

### Motta Has "Conventionitis"

Frank A. Motta, popular vice president and secretary of the Champion Machinery company, Joliet, Ill., has succumbed to the convention bee and since the opening of the year has attended many of the bakers and machinery men's conventions in the southern and central states. In May he attended 3 state conventions of the bakers and at the conference of the Southern Bakers association held on historic Lookout mountain, Chattanooga, Tenn., May 12-24, he addressed the gathering as the spokesman of the Bakery Equipment Manufacturers association, inviting the audience to attend the annual exhibit of the organization in Atlantic City in September. Mr. Motta regularly attends the convention of the macaroni makers and after a short rest plans to greet the manufacturers in this industry at Niagara Falls.

### D. Maldari on Trade Tour

In keeping with his policy to keep in close touch with the macaroni trade throughout the country, Daniel Maldari, president of F. Maldari & Bros. Inc., New York city, maker of well known macaroni dies, has just com-

pleted a tour of the middle west states. Among the cities and plants visited were Lincoln and Omaha, Neb.; Kansas City and St. Louis, Mo.; Chicago, Steger, Libertyville and Joliet, Ill.

Mr. Maldari reports that the industry is slowly recovering from the effects of the stock market crash of last fall which affected all lines of business and that the signs are the early summer months will see a return to normalcy in the macaroni manufacturing business.

### Let Contract for New Plant

The Roman Macaroni company of Long Island City has awarded a contract for the construction of a 3-story macaroni factory to the New York State Engineering and Construction company. The plant is to be of brick 69x90 feet and will occupy a fine site at 8th av. and Pierce st. The estimated cost is \$40,000. The plant is to be ready for occupancy early in the fall.

### Message from Tourists

Two postal cards from 2 different continents were received at the national headquarters from James Williams, president of the Creamet company and past president of the National Macaroni Manufacturers association, who is enjoying a continental tour with his 2 sons and daughter. The first was postmarked Tunis, Africa and was sent after attending the Eucharistic Congress in Carthage. The second was postmarked Naples and was started on its way after enjoying one of those wonderful Italian meals which only the real Neapolitan knows how to concoct. Since in Italy, James has often wished for the help of some of his good Italian friends to serve as interpreter.

### The Muellers in Europe

Mr. and Mrs. Henry Mueller and daughters, Ruth and Myrtle, sailed for the S. S. Augustus from New York harbor at midnight Friday, June 7 for an extensive European tour. They will visit France, Germany, Switzerland and Italy during the summer months. In these countries Mr. Mueller will visit some of the larger macaroni and noodle manufacturing plants, having been invited by European manufacturers whom he entertained at a plant in Jersey City during their visit to America. Mr. and Mrs. Mueller

May 15, 1930

THE MACARONI JOURNAL

31

THE FINEST EGG NOODLES

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*Dependable Semolinas  
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**NORTHLAND FANCY No.2**

AND

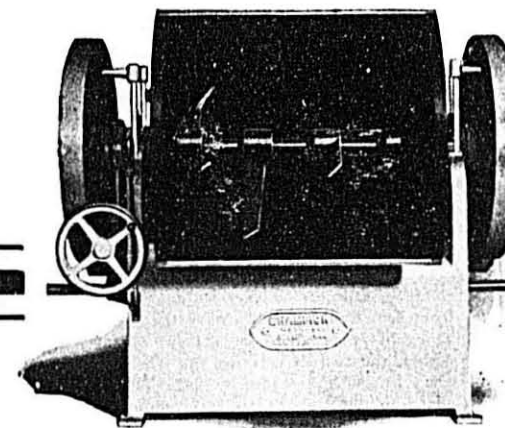
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MACARONI

NOODLE



**CHAMPION DOUGH MIXERS**

Made in 1, 1½, 2 and 2½ barrel sizes, can be furnished with automatic dump if desired.

This machine is designed to fulfil the exacting requirements, which are demanded in the difficult mixing of doughs for macaroni and noodle products. It has the Champion design of Special Shaped All-Steel Blades, which mixes thoroughly, uniformly and rapidly, with a minimum use of power, is made for belt or motor drive. Write for full information and low prices.

**CHAMPION MACHINERY COMPANY, Joliet, Ill.**

pect to return in the early Fall but the young ladies will remain in Europe to take up special courses in music and art.

**New Chicago Office for Foulds**

The Foulds Milling company announces that its western sales office has been removed from the Herald-Examiner building to a more modern office in One LaSalle building. This is at the corner of Madison and La Salle sts. close to the financial district. Webb Faurot, vice president, is in charge of the sales force there.

**New Yorkers Have Convention Special**

Macaroni manufacturers and allied tradesmen of the New York metropolitan district will travel to Niagara Falls in Style de Luxe if the plans of the special convention committee fructuate. According to an announcement the first part of June a special Pullman car and a special buffet car will be placed at the disposal of the macaroni men to travel over the Delaware, Lackawanna & Western railroad, leaving Hoboken at 8:55 p. m. June 23 and arriving at Niagara Falls at 8:15 a. m. June 24. Reservations for this party are being handled by Erwin Fischer of the Duluth-Superior Milling Co., and W. J. Stockman of the Pillsbury Flour Mills Co., both in the Produce Exchange building, New York city. The fare on this convention special will be \$25.66 for the round trip. Lower berths may be had at \$3.75 each way, uppers at \$3 and drawing rooms at \$13.50.

**Semolina Caloric Value**

The caloric value of semolina, farina and all grades of flour is very similar and amounts to about 1640 calories per pound. This similarity is due to the fact that the caloric value of protein and starches is about the same. Below is the average analysis of the various types of raw materials used in the manufacture of macaroni and noodle products.

|                | Semolina % | Fancy Durum Patent Flour % | Spring Wheat Patent Flour % | Winter Wheat Patent Flour % |
|----------------|------------|----------------------------|-----------------------------|-----------------------------|
| Moisture ..... | 14.50      | 14.50                      | 14.50                       | 14.50                       |
| Ash .....      | 0.65       | 0.65                       | 0.40                        | 0.35                        |
| Protein .....  | 11.50      | 11.50                      | 11.50                       | 8.00                        |
| Starch .....   | 75.00      | 75.00                      | 75.00                       | 75.0 to 80.0                |
| Fibre .....    | 0.2        | 0.2                        | 0.2                         | 0.2                         |
| Fat .....      | 1.0        | 1.0                        | 1.0                         | 1.0                         |

These are only approximate analyses. Semolina and fancy durum patent should have approximately the same composition, as the patent is obtained by merely grinding the semolina. Farina and spring wheat patent or hard winter wheat patent should also have about the

same composition, as these flours are obtained by grinding purified middlings which are the same as farina.

The distinguishing mark of a winter wheat flour is its low protein with its corresponding increase in starch and its low ash content.

**Millers' Trade Practice Conference**

At a mass meeting of the flour millers of the country in the Edgewater Beach hotel, Chicago, May 23, the industry agreed to enter into a Trade Practice Conference with the Federal Trade Commission with elimination of some unfair practices about which there seems to be well founded complaints as the objective. The decision was not unanimous because there was some resentment at the idea of inviting the government to take a hand in matters which some millers thought were their own private business.

The resolution announcing the position of the milling industry, adopted at the annual meeting of the Millers National Federation, follows:

1. As experience has shown that the cost of carrying wheat or flour, whether stored in the miller's warehouse or in public storage, is approximately one-third cent per barrel per day and constitutes a legitimate part of the cost of doing business, and further, that the practice of selling flour for long deferred delivery without assessing and collecting carrying charges results in wasteful and uneconomic speculation, harmful alike to producer, miller, baker and consumer—

Therefore, Be It Resolved, That for the purpose of preventing, as far as possible, such harmful and wasteful speculation in flour it is the sense of the milling industry that—

(a) **Ninety Day Basis.** All flour sales shall be made for delivery within 90 days from date of contract; provided that when shipment is permitted beyond the 90-day period, the cost of carrying the wheat or flour for such extended period shall be added to the 90-day basis specified in the contract.

(b) **Assessing Carrying Charge.** Carrying charges shall be assessed and collected

from the buyer in all cases where shipping directions are not furnished in accordance with the contract and in time to permit shipment within the 90-day contract period.

(c) **Waiving Carrying Charge.** Waiving, non-assessment, or cancellation of charges specified in the sales contract one customer and not to another, is a discriminatory practice as between buyers and is an unfair business practice.

2. **Sales Below Cost—Resolved,** That sale of wheat flour below cost for the purpose and with the intent of injuring a competitor, and/or with the effect of lessening competition, either between sellers or buyers, is an unfair business practice.

3. **Price Discrimination—Resolved,** That price discrimination with the object or effect of lessening competition either between sellers or buyers, is an unfair business practice, except in those cases which take into consideration:

- (a) Difference in grade, quality or quantity of flour sold; or
- (b) Which make due allowance for difference in selling cost or transportation; or
- (c) Where the price is made in good faith and only to meet (not to beat) actual demonstrated competition.

4. **Rebates—Resolved,** That the giving of secret rebates, irrespective of the form they may assume, is an unfair business practice.

5. **Commercial Bribery—Resolved,** That paying, promising to pay or supplying any agent or any intermediary, without knowledge of his principal, of money, gifts, commissions, or other consideration of any character for the purpose of inducing or compensating for a sale, is an unfair business practice.

6. **Guaranty Against Decline or Rewriting Contract—Resolved,** That guaranteeing contract price against decline, or cancellation or rewriting of contract without adequate compensation for loss resulting from market decline or cancellation or rewriting of contract for the purpose or effect of avoiding the accrual or collection of carrying charges is an unfair business practice.

7. **Defamation of Competitor—Resolved,** That the defamatory or disparaging of a competitor, or false disparagement of his goods, in any manner, is an unfair business practice.

Profit by the experiences of others. Hear them at the Convention June 15-16-17 at Niagara Falls.

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



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We Extend Our Best Wishes To The Macaroni Industry For A Very Successful CONVENTION

Crookston Milling Company CROOKSTON, MINNESOTA

for QUALITY TRADE



# Grain, Trade and Food Notes

## A. M. A. to Endorse Certain Foods

The committee on foods of the American Medical association permits use of its official seal in advertising approved nonmedicinal foods for which health claims are made or which are advertised in medical journals, according to Baker's Weekly. Advertisements of approved foods, it is stated, will bear the seal of the association with the words "Accepted by the Committee on Foods of the American Medical Association." Reports on approved products are to be published in the Association Journal and also annually in book form.

The committee's rules provide that no products may be accepted or retained on the approved list concerning which the manufacturer or his agents make false or misleading statements as to source, raw material from which made, or method of collection or preparation; or unwarranted, exaggerated, or misleading statements as to its value for health or nutrition.

## Cows Thrive on Durum

Perhaps the worries of the durum wheat growers of the Northwest may be solved by the cow. Feeding trials with durum wheat carried on by the dairy department of the North Dakota Agricultural college to prove the palatability and feeding value of this grain, show that cows eat durum wheat with relish and do well on it when the ground wheat makes up a third, a half or two thirds of the grain ration. The experimentation was supervised by Prof. J. R. Dice, head of the dairy department and a herd of 6 cows was used in the trial. The results obtained would seem to indicate that durum wheat is on a par with other farm grown grains but in no way superior.

## Prospective Increase in Wheat Exports

A notably high level of visible supplies in North America, an unprecedentedly small postwar volume of international trade, and a sharp decline of wheat prices from early January to the middle of March were the outstanding features of the world wheat situation during the period December 1929-April 1930, according to the May Survey of the Wheat Situation, published by the Food Research Institute, Stanford University, Cal., in the last issue of WHEAT STUDIES. The movement to Europe

was strikingly small; and since export supplies available were large, the causes of the notably small movement must be sought principally in the European situation. The available evidence suggests that in Europe a combination of circumstances—a mild winter, relative cheapness of rye and the feed grains, business depression, and the good quality of the domestic wheat crop of 1929—made for relatively small consumption of wheat both for food and feed. Importers purchased sparingly. This situation appears to be the dominant cause of the small volume of international trade and, in combination with the heavy stocks in North America, contributed greatly to the price decline of January-March, though other factors were also operative. Russia appeared on the world market as an exporter of wheat.

The record of past years and recent developments in the present suggest certain features of the world wheat situation that may become prominent in the closing four months of the crop year 1929-30, subject inevitably to the changing prospects for 1930 crops. The volume of international trade during 1929-30, as measured by net exports of wheat and flour, now seems likely to reach only around 660 million bushels or less, the smallest in postwar years. A crop scare might prompt a larger movement. World exports in April-July may reasonably be expected to exceed those of December-March, modifying the average postwar seasonal movement. European importers early in April seem not to have been in as favorable position for curtailing purchases as they were in early December, and the stocks afloat on April 1 seem too small to permit the usual reduction in April-July. The movement of wheat prices in May-July will presumably respond more sharply to changes in new-crop prospects than to other influences. But if the world-wide business situation and the feed grain situation improve, if import demand becomes more active, and if the growing crops do not encounter unusually favorable weather conditions, prices may tend to rise in May-July despite continuing heavy North American stocks.

## White and Whole Wheat Breads

That white bread is a wholesome food is the opinion expressed by specialists of the U. S. Department of Agriculture and five nationally known authorities on nutritional problems who were consulted by direction of Secretary Hyde. The views of this

group, headed by Dr. A. F. Woods, director of scientific work of the department, are expressed in a statement based on the scientific facts regarding breads made of white flour and whole wheat flour:

White and whole wheat breads are wholesome foods. They are among the most important and cheapest sources of energy and protein in the diet. The composition and value in the diet of whole wheat white bread vary not only with the differences in the flour used, but also with amount and character of other added constituents.

Whole wheat or graham flours, which contain the bran and germ portion of grain, have lower bread-making capacity and are more susceptible to spoilage, so not be handled as readily commercially. In general they contain more essential minerals and vitamins and more roughage than white flour.

No person subsists on one food. Each food should be chosen in relation to other constituents of the diet. Bread, whether white or whole wheat, is always an economical source of energy and protein in any diet. The form may be left to the choice of the individual when the remainder of the diet is so constituted as to contain the necessary minerals, vitamins, and necessary roughage.

"It should be evident," said Dr. Woods, "that because a particular food lacks a certain vitamin or other important food factor, its value is not necessarily thereby seriously reduced in a mixed diet, in which other foods contain the necessary elements. Practically all dietitians nowadays recommend a diversified diet. The American people have available from the farm, ranches, and fisheries everything needed for producing a sound body. Those who give out information on food values should be particularly careful not to draw unwarranted conclusions as to food values based on the presence or absence of some particular factor."

Plan a business vacation the last week in June. Take in the Macaroni Manufacturers Conference.

One day a very pretty lady with a poodle dog in her lap chanced to be riding on a street car. A blue-eyed lady sitting next to the girl addressed her thusly: "My, what a fuss you make over that nasty little dog. Do you think it would look nicer if you had a little baby on your lap?" "No," the pretty one replied, "wouldn't. You see, I'm not married."

## Barozzi Drying System

Manufacturers of Macaroni Dryers that dry in any kind of weather

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## Barozzi Drying Machine Company, Inc.

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WRITE FOR SAMPLES

## Our Honor Roll

Members of Macaroni Industry Who Have Enlisted to Serve in Our Great Drive for Recognition

The list of those investing their support and cooperation in the great drive of the industry grows steadily. These men, like the rest of us, believe in the future of the industry—are confident that the National Advertising Campaign will establish Macaroni Products in their rightful position in the national diet.

Many new names have been added since the last Honor Roll was published—and still more should come. In the fight into which we are going we will have to present a united front, a cooperating, closely knit group striving toward a common goal.

Here are the new names to add to our Roll of Honor:

### MANUFACTURERS

Colosseum Macaroni Company, Sacramento, Cal.  
San Diego Macaroni Manufacturing Co., San Diego, Cal.  
Genoa Macaroni Factory, San Francisco, Cal.  
Golden Gate Macaroni & Paste Co., San Francisco, Cal.  
Italian American Paste Company, San Francisco, Cal.  
Pompei Macaroni Factory, Inc., San Francisco, Cal.  
Gragnano Products, Inc., San Francisco, Cal.  
Roma Macaroni Factory, San Francisco, Cal.  
Vulcan Macaroni Company, San Francisco, Cal.  
California Paste Company, San Jose, Cal.  
San Jose-Ravenna Paste Company, San Jose, Cal.  
Santa Rosa Macaroni Factory, Santa Rosa, Cal.  
Crescent Macaroni & Cracker Co., Davenport, Ia.  
Minnesota Macaroni Company, St. Paul, Minnesota.  
Procino-Rossi Corporation, Auburn, New York.  
Western Macaroni Manufacturing Co., Salt Lake City, Utah.

### ALLIEDS

Atlas Box Company, Chicago, Ill.  
John J. Cavagnaro, Harrison New Jersey.  
Champion Machinery Co., Joliet, Ill.  
Crown Mills, Portland, Ore.  
Eggers-O'Flying Co., Omaha, Neb.  
Empire Box Corporation, Chicago, Ill.  
Lanzit Corrugated Box Company, Chicago, Ill.  
Peters Machinery Co., Chicago, Ill.  
The Star Macaroni Die Manufacturing Co., New York.

### COMPLETE HONOR ROLL TO DATE:

Alabama—100%  
R. G. McCarty, State Chairman  
Birmingham Macaroni Co., Birmingham.

### California

California Paste Company, San Jose, Cal.  
Colosseum Macaroni Company, Sacramento, Cal.  
Fontana Foods Products Co., South San Francisco.  
Genoa Macaroni Factory, San Francisco, Cal.  
Golden Gate Macaroni & Paste Co., San Francisco, Cal.  
Italian American Paste Company, San Francisco, Cal.  
Pompei Macaroni Factory, Inc., San Francisco, Cal.  
Gragnano Products, Inc., San Francisco, Cal.  
Roma Macaroni Factory, San Francisco, Cal.  
San Diego Macaroni Manufacturing Co., San Diego, Cal.  
San Jose-Ravenna Paste Company, San Jose, Cal.  
Santa Rosa Macaroni Factory, Santa Rosa, Cal.  
Vulcan Macaroni Company, San Francisco, Cal.

### Colorado—100%

A. S. Vagnino, State Chairman  
American Beauty Macaroni Co., Denver.  
Golden Crown Macaroni Co., Trinidad.

### Connecticut

P. George Nicolari, State Chairman  
The New Haven Macaroni Co., Inc., New Haven.

### Illinois

G. G. Hoskins, State Chairman  
The John B. Canepa Co., Chicago.  
Fortune-Zerega Co., Chicago.  
The Foulds Milling Co., Libertyville.  
I. J. Grass Noodle Co., Chicago.  
F. L. Klein Noodle Co., Chicago.  
Liberty Macaroni Co., Rockford.  
Peter Rossi & Sons, Braidwood.  
The Quaker Oats Co., Chicago.  
Traficanti Brothers, Chicago.  
American Noodle & Macaroni Co., Inc., Chicago.

### Kentucky—100%

Joseph Viviano, State Chairman  
Kentucky Macaroni Co., Louisville.

### Louisiana

F. F. Federico, State Chairman  
Frank Dantoni & Co., New Orleans.  
Federico Macaroni Mfg. Co., New Orleans.  
National Food Prod. Inc., New Orleans.  
Tujague Food Prod. Co., New Orleans.

### Maryland

Ralph Nevy, State Chairman  
David Kerr, Baltimore.

### Massachusetts

Alfred Bianchi, State Chairman  
Boston Spaghetti Mfg. Co., Boston.  
Italia Macaroni Co., Worcester.  
Prince Macaroni Mfg. Co., Boston.

### Missouri—100%

G. Viviano, State Chairman  
American Beauty Mac. Co., Kansas City.  
American Beauty Mac. Co., St. Louis.

Checker Food Products Co., St. Louis.  
Domino Macaroni Co., Springfield.  
Faust Bros. Mac. Co., St. Louis.  
Kansas City Mac. & Imp. Co., Kansas City.  
Mercurio Bros. Spag. Mfg. Co., St. Louis.  
Mound City Macaroni Co., St. Louis.  
Ravarino & Freschi Imp. & Mfg. Co., St. Louis.

Viviano Grocery & Mfg. Co., St. Louis.  
V. Viviano & Bros. Mfg. Co., St. Louis.

### Nebraska—100%

H. E. Gooch, State Chairman  
Gooch Food Products Co., Lincoln.  
Skinner Manufacturing Co., Omaha.

### New Jersey

G. Campanella, State Chairman  
Campanella, Favaro & Glaviano Mac. Co., Jersey City.  
Lo Bue Brothers, Jersey City.  
C. F. Mueller Co., Jersey City.  
D'Amico Macaroni Co., Inc., Newark.

### New York

Wm. Cullman, East State Chairman  
A. Gioia, West State Chairman  
Beech-Nut Packing Co., Canajoharie.  
Dunkirk Mac. & Supply Co., Dunkirk.  
Elka Noodle Corporation, Maspeth.  
Foulds Milling Co., New York city.  
Foulds Milling Co., Syracuse.  
A. Goodman & Sons, Inc., New York city.  
The Independent Mac. Co., Mt. Vernon.  
Ronzoni Macaroni Co., Long Island.  
Schneider's Home Made Egg Noodles Co., Inc., Brooklyn.

A. Zerega's Sons, Inc., Brooklyn.  
The DeMartini Macaroni Company, Inc., Brooklyn.

Flower City Macaroni Co., New York city.  
A. Gioia & Bros., New York city.  
Quality Macaroni Co., Rochester.

### Ohio

Mrs. H. J. Brunneke, State Chairman  
A. Palazzolo & Company, Cincinnati.  
The Wuerdemann Company, Cincinnati.  
The Metropolitan Macaroni Co., Cleveland.

### Oklahoma—100%

Guy M. Russell, State Chairman  
McAlester Mac. Factory Co., McAlester.

### Oregon

F. Orso, State Chairman  
Perter-Scarpelli Macaroni Co., Portland.  
Oregon Macaroni Mfg. Co., Portland.

### Pennsylvania

Lawrence E. Cuneo, State Chairman  
W. Boehm Company, Pittsburgh.  
Italo-French Produce Co., Pittsburgh.  
Jefferson Mac. Co., Reynoldsville.  
Keystone Macaroni Mfg. Co., Lebanon.  
The Megs Company, Harrisburg.  
Mrs. C. H. Smith Noodle Co., Ellwood City.  
S. Viviano Mfg. Co., Carnegie.

### Rhode Island

J. E. Del Rossi, State Chairman  
G. D. Del Rossi Co., Inc., Providence.  
Semolina Mac. Co., Providence.

### Texas

L. J. Laneri, State Chairman  
Fort Worth Macaroni Co., Fort Worth.  
Magnolia Mac. Mfg. Co., Houston.  
National Macaroni Co., Dallas.  
Union Macaroni Co., Beaumont.

### West Virginia—100%

R. V. Golden, State Chairman  
West Virginia Mac. Co., Clarksburg.

### Washington

G. P. Marilino, State Chairman  
A. F. Ghiglione & Sons, Inc., Seattle.

### Wisconsin—100%

John Busalacchi, State Chairman  
Busalacchi Bros. Mac. Co., Milwaukee.  
Cauke Macaroni Co., Milwaukee.  
Finger Macaroni Co., Milwaukee.

### ALLIEDS

These are the Allieds who are supporting the industry in this aggressive drive for profitable business:

### Boxes

Klin Folding Paper Box Co., Inc., Chicago, Ill.  
Box Company, Chicago, Ill.  
F. Flying Co., Omaha, Neb.  
Empire Box Corporation, Chicago, Ill.  
Lanzit Corrugated Box Company, Chicago, Ill.

### Dies

Maldari & Bros., Inc., New York city.  
Tanzi & Bros., Inc., Boston, Mass.  
Star Macaroni Die Manufacturing Co., New York.

### Eggs

Benberg & Schneider Bros., Chicago, Ill.  
Lithographers, Printers, Labels and Folding Boxes

### Machinery

J. Cavagnaro, Harrison New Jersey.  
Drying Machine Co., Inc., North Bergen, N. J.  
Mont Mach. Co., Inc., Brooklyn, N. Y.  
Solidated Macaroni Mach. Corp., Brooklyn, N. Y.  
F. Elmes Engineering Works, Chicago, Ill.  
Machinery Co., Springfield, Mass.  
Machinery Company, Chicago, Ill.  
J. Cavagnaro, Harrison, N. J.  
Machinery Co., Joliet.

### Millers

Portland Mills, Portland, Ore.  
Flour Mills, Inc., Minneapolis, Minn.  
Alexander Milling Co., Minneapolis, Minn.  
Boston Milling Co., Crookston, Minn.  
Superior Milling Co., Duluth, Minn.  
Midas Mill Co., Minneapolis, Minn.  
Procino-Rossi Corporation, Auburn, New York.  
Minneapolis Milling Co., Minneapolis, Minn.  
Flour Mills Co., Minneapolis, Minn.  
Crosby Co., Inc., Minneapolis, Minn.  
Crescent Macaroni & Cracker Co., Davenport, Ia.  
Genoa Macaroni Company, St. Paul, Minnesota.  
Western Macaroni Manufacturing Co., Salt Lake City, Utah.

### The Macaroni Capital

The General Brock Hotel, Niagara Falls, Canada, there will be established the International Capital of the Macaroni Manufacturing Industry of America.

Amongst the scenic beauties of famous Niagara Falls, manufacturers and allied tradesmen, their families and guests will gather for a 3-day conference, with business and pleasure fully blended.

Niagara Falls is one of the famous

playgrounds of the masses. There is something new to be seen every minute; something different at every turn. The women and children will be especially pleased and charmed with a visit to this



beauty spot. Arrange to bring them along. Let them play while you work.

Give the hotel management an opportunity to show you just what "that true Canadian hospitality" really amounts to.

The dates, as you know, are June 24, 25 and 26, 1930.

### Fischer Appointed to Executive Board of Association Program

Official recognition was given to the work of A. J. Fischer, of the Pillsbury Flour Mills company, in behalf of the Macaroni Products Industry and the Na-



tional Advertising Campaign, by his appointment as a member of the Board of Advertising Trustees.

Like his associate, Mr. Luther, Mr. Fischer has devoted considerable time and effort to the promotion of our program. In his position on the Board of Advertising Trustees, as one of the representatives of the allied millers, he will render even more valuable service.

### Luther Represents Millers on Board of Advertising Trustees

Martin Luther, vice president of the Minneapolis Milling Company, was recently selected as one of the representatives of the allied millers on the Board of Advertising Trustees in charge of the National Advertising Program of the



National Macaroni Manufacturers Association.

Mr. Luther is favorably known to everyone in the industry. He has worked tirelessly in the interests of the advertising program. His services on the executive body directing the campaign are sure to be of the greatest value.

### No Government Guarantee on Foods

Cans filled with foods no longer have printed on them the statement "Guaranteed under the Food & Drug Act, June 30, 1906." The use of this "guarantee" has been discouraged by the U. S. Department of Agriculture because "many housewives believed the guarantee meant that the government had examined every can or package containing the legend and vouched for the purity of the food."

Now, if any macaroni manufacturers are now using this statement on their packages or boxes, thus anticipating amendment to the Food & Drug Act made by the government to eliminate the guarantee. Buyers are thus encouraged to exercise due caution in purchasing food.

Obviously it is impossible to inspect all food sold. The guarantee merely meant that the manufacturer guaran-

(Continued on Page 40)

### Harrel Heads Cereal Chemists

At the annual meeting of the American Association of Cereal Chemists last month in the Edgewater Beach hotel, Chicago, Ill., C. G. Harrel was elected president. He entered the new office with much experience and train-



C. G. Harrel, director Commander-Larabee Corp. laboratories, is new president of the American Association of Cereal Chemists

ing, having served as first vice president of the important organization.

Mr. Harrel is a man of wide experience and of personal ability. He is the director of laboratories for the Commander-Larabee Corp. in Minneapolis. During the Chicago meeting he delivered an interesting talk on "Some Basic Principles of Photography as Applied to Cereal Chemistry Work." He succeeded M. A. Gray of the Pillsbury Flour Mills company as president.

### Elevator Manager Schools Successful

More than 120 elevator managers attended the 2-day "schools" in Brown county, S. D., and Stutsman county, N. D., last month, according to report from H. R. Sumner of the Northwest Crop Improvement association. "The schools," says Mr. Sumner, "were quite a success and several of the managers asked for similar work next year."

The meetings were held for promoting a policy of grain buying which will give the farmer an incentive for raising quality grain and to give training and information about methods of grading, crop varieties, disease control, crop rotation and kindred subjects. The school fac-

ulty consisted principally of the representatives from the United States Department of Agriculture and the North and South Dakota State colleges.

The Brown county school was sponsored by the Brown County Farmers Crop Improvement committee assisted by a grain men's committee composed of C. G. Anderson, Farmers Union Grain Co.; W. F. Lytle, Atlas Elevator Co., and C. L. Ostrander. The Stutsman County affair was promoted by the County Grain Men's committee consisting of J. W. Brenner, Windsor Farmers Cooperative Elevator Co., C. B. Nupen of the Nupen Elevator Co., and C. Gibson of the Gibson Elevator company of Ypsilanti in cooperation with the Farmers Crop Improvement committee.

"The local grain men have the power to exert tremendous influence on the quality of grain produced by their patrons," declared Mr. Sumner, "and we believe these meetings helped the grain men to line up on a single practical program of crop improvement work."

### Macaroni King

As any individual, organization or association well knows, it is no small undertaking to arouse sufficient interest in any nation wide activity and a much greater task to create a big fund for launching it. The Macaroni Manufacturing Industry is sponsoring a national advertising campaign that calls for the expenditure of approximately one and a half million dollars in 4 years to make the public more "macaroni conscious."

Much of the credit for the success of the plan and fund raising must go to Robert B. Brown of Fortune-Zerega Co., Chicago who as chairman of the Macaroni Publicity Committee conceived the whole plan. Though modestly inclined to attribute the success to his associates, the officers of the National association appreciate his able and untiring efforts. As a manifestation of their appreciation there hangs in Bob's office an engrossed resolution, worded a little out of the ordinary but truly expressive of the general opinion of the trade. It reads:

**HEAR YE! HEAR YE!**

There is a fellow named Bob Brown, who is a dynamo, self-starter and whiz-bang—and

WHEREAS, this said and same Bob Brown, commonly known as "R. B. Brown," has through his persistence, insistence and sheer determination and ability, as Chairman of the Advertising

Committee, brought into being four year national advertising program—

NOW, THEREFORE, the Board of Directors of the National Macaroni Manufacturers Association assembled in regular meeting, hereby crown him

**MACARONI KING**

(Signed) Frank J. Tharinger, President

M. J. Donna, Secretary-Treasurer

### Foreign Macaroni Exchange Drop

The trade in macaroni products between the United States and the nations of the globe continues to drop considerably below the business reported a year ago. According to a monthly summary of foreign commerce prepared by the United States Department of Commerce both the exportation and importation of this during March 1930 shows a sharp drop from both the quantity and of the exchange made in 1929.

### Sharp Drop in Exports

During March 1930 macaroni manufacturers and exports shipped to foreign countries, a total of only 8,000 lbs. valued at \$73,577 while in March last year this business totaled 90,000 lbs. with a value of \$80,656. The business for the first 3 months of the year shows the same trend, a decrease in export business. In January, February and March 1930 the exports totaled 2,445,498 lbs. with a value of \$2,250,000. While the same 3 months in 1929 American industry exported 3,000,000 lbs., obtaining for these products \$2,590,000.

### Foreign Purchases Lower

That domestic macaroni products are replacing foreign made goods is shown by the import figures of macaroni products. During March 1930 there was a sharp decline in the quantity and value of the imported macaroni, only 196,912 lbs. reaching our shores for which importers paid \$18,821. During March 1929 the imports totaled 268,294 lbs. worth \$66,000.

This same downward trend prevailed during the first quarter of the year, the imports amounting to 604,000 lbs. worth \$54,209. During the same 3 months in 1929 we imported 700,000 lbs. at a cost of \$69,897.

Tel. No. Hegeman 8966  
Established 1898



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

Every Order is Given the Personal Attention of Die Experts.

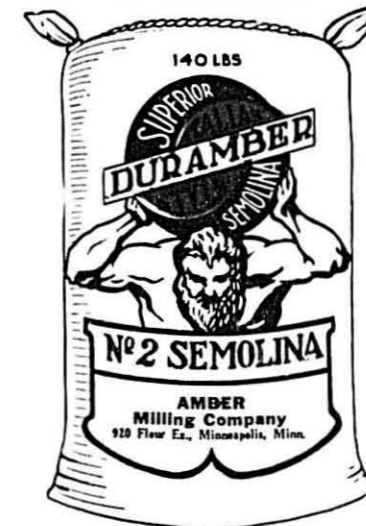
**F. MONACO & CO.**

1604 Dekalb Ave.

BROOKLYN

NEW YORK

PER PASTA PERFETTA  
**Usate!**



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



### THE CAPITAL ENERGY TRIO



With the Million Dollar Advertising Program at Hand, Quality Macaroni Products should receive the greatest benefits therefrom. Now is the time to get in line for your share by using

**CAPITAL QUALITY PRODUCTS**  
**CAPITAL FLOUR MILLS**

Office  
Corn Exchange Building  
MINNEAPOLIS, MINN.

INCORPORATED

Mills  
ST. PAUL, MINN.

### The Macaroni Journal

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

**PUBLICATION COMMITTEE**  
HENRY MUELLER, JAS. T. WILLIAMS  
M. J. DONNA, Editor

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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 . . . Five Cents Per Word

Vol. XII June 15, 1930 No. 2

### Patents, Trade Marks, Copyrights --- Law and Practice

By Oscar A Geier

Cloth bound 6"x9", 128 pages, published by Richards & Geier, Patent and Trade Mark Attorneys, 274 Madison Av., New York, N. Y.

Readers of this magazine will be interested to know that we have made arrangements with the publishers of this book to mail a free copy to interested persons, who apply to either this office or to the publishers, Richards & Geier.

The book is written in terms the business man can understand, and covers the essential features of our patent, trade mark and copyright laws.

The patent law section of the book explains who may obtain a patent, what may be patented, the importance of specification and claims, patent interferences, reissues, appeals, infringement suits, etc.

The trade mark end of the book covers trade marks in general, valid trade marks, invalid trade marks, unfair competition, state registration, interferences, oppositions, appeals, infringements, etc.

This 5th edition has been completely revised and brought up-to-date to conform with the changes of the law and practice since the 4th edition was issued in August 1928.

In addition to facts about American patents and trade marks, this book also gives a large amount of information about the foreign patents and trade

marks which will be of particular interest to manufacturers who export. The index, with which it concludes, affords ready reference to the many important subjects treated in this book.

### Patents and Trade Marks

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

Patents granted—none.

#### TRADE MARKS REGISTERED

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

##### Vitamized

The trade mark of Kansas City Macaroni & Importing Co., Kansas City, Mo., was registered for use on alimentary pastes. Application was filed May 4, 1929, published by the patent office Aug. 6, 1929 and in the Sept. 15, 1929 issue of The Macaroni Journal. Owner claims use since December 21, 1926. The trade name is in heavy type on a white shield carried by an eagle.

##### La Carnegie

The trade mark of Salvatore Viviano, doing business as Viviano Macaroni Manufacturing Co., Carnegie, Pa., was registered for use on alimentary pastes—namely, spaghetti, noodles, vermicelli and other macaroni products. Application was filed April 30, 1929, published by the patent office March 4, 1930 and in the April 15, 1930 issue of The Macaroni Journal. Owner claims use since Aug. 5, 1918. The trade name is in outlined letters over which is a drape and above it a crown.

##### Sugo

The trade mark of Mercurio Bros. Spaghetti Mfg. Co., St. Louis, Mo., was registered for use on alimentary products—namely, macaroni, spaghetti, and noodles. Application was filed Oct. 5, 1929, published by the patent office March 18, 1930 and in the April 15, 1930 issue of The Macaroni Journal. Owner claims use since about May 1909. The trade name is in outlined letters.

#### TRADE MARKS APPLIED FOR

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

##### The Energy Trio

The trade mark of National Macaroni

Manufacturers association, Braidwood, Ill. for use in advertising macaroni, spaghetti and noodles. Application was filed March 28, 1930 and published May 13, 1930. Owner claims since Jan. 2, 1930. The trade mark is in outlined letters above which are three figures of the 3 products, Macaroni, spaghetti and noodles.

##### Max-I-Mum

The private brand trade mark of Western States Grocery Co., Oakland, Cal. for use on macaroni, egg spaghetti, vermicelli and other macaroni products. Application was filed Dec. 1929 and published May 27, 1930. Owner claims use since April 15, 1929. The trade name is in heavy type.

##### Del Monte

Two private brand trade marks of California Packing Corporation, San Francisco, Cal. for use on macaroni, spaghetti, macaroni and other macaroni products. Applications were filed Jan. 1930 and published May 27, 1930. Owner claims use since Nov. 1925. The trade names are in outlined letters.

#### LABELS

##### Red Arrow

The title "Red Arrow" was registered May 20, 1930 by Milwaukee Macaroni Co., Milwaukee, Wis. for use on egg noodles. Application was published March 28, 1930 and registration number 37,468.

#### No Government Guaranteed

(Continued from Page 37)

The dealer guaranteed the product to be pure. The officials examined his shipments regularly but could not prevent an occasional spoiled package from reaching the consumer.

The purpose of the old guarantee was to protect the dealer from liability if the goods were below par. The goods could be seized, but the manufacturer who guaranteed the product and not the dealer, was liable.

A fact not generally known is that the dealer can demand a guarantee from the manufacturer that the goods and drugs he buys are in compliance with the law.

#### WANT ADVERTISEMENTS

FOR SALE.—French vertical, hydraulic press, 115 lbs. capacity (dry goods), high pressure (5000 to 5500 lbs.). Press in first class condition. Also two French style dough kneaders, one 150 lbs. and one 300 lbs. capacity, good for extra dough. Attractive prices. H. Constant Boniface, Manitoba, Canada.

SALES MANAGER WANTED.—Must be acquainted with the Macaroni line. Good salary. Reply giving experience and references to 348, c/o Macaroni Journal, Braidwood, Ill.

### Niagara Roars "Welcome"

(Continued from Page 7)

Every one should hear. Hear him and get a new slant on your industry to the trade association in your industry.

#### A Laugh Now and Then

Too many of us are entirely too serious in business, at home or in company; a loud, boisterous laugh serves not only to release some pent up feelings but spreads cheer and pleasantness. It is an effort to frown, but a pleasure to laugh. Why not be a little more gleeful in business even when things are not exactly what you are liking? Mr. Charles Milton Newcomb will tell you why. Expunge that foul air from your lungs. A GOOD LAUGH.

As a rest from the strenuous business session on the second day there will be an outing and a sight-seeing trip in the late afternoon and the usual dinner dance in the evening. A most interesting menu of the best foods in season, high-class entertainment from the Buffalo Broadcasting Corporation and engaging music will be both delightful and pleasing. The sessions on the closing days will be for members only. Matters of particular importance to the trade association and manufacturers will be considered by the manufacturers themselves. It will be an informal meeting without set agenda. It will probably be the outstanding feature of the conference and all should remain for it.

The 1930 convention program is high class, timely and appropriate. Only a big attendance is needed to insure the success of this annual affair. A record-breaking attendance is anticipated. Arrange to be a member of this history-making conference.

### For Better Results



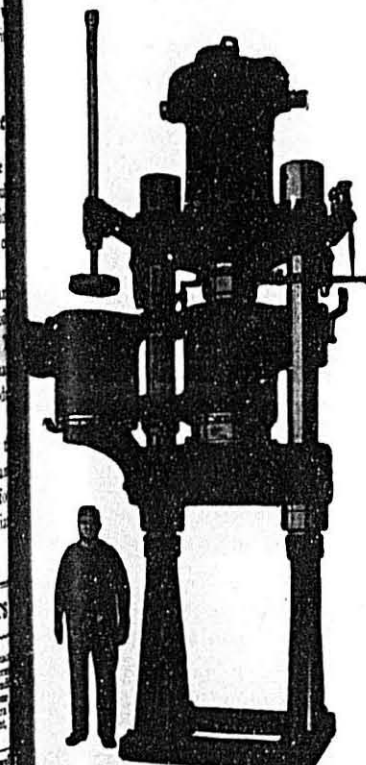
#### USE

PENZA'S BRONZE MACARONI DIES fitted with U. S. Patented "Kleen-e-z" removable pins.

Prices Reasonable, quoted on request.

### FREDERICK PENZA

295 Vernon Ave. Long Island City, N. Y.



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Engineer and Machinist

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Specialty of

## MACARONI MACHINERY

Since 1881

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

OUR PURPOSE:  
EDUCATE  
ELEVATE  
—  
ORGANIZE  
HARMONIZE

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

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

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**The President's Column**

Lest We Forget

The Macaroni Manufacturing Industry in America has attained its envied position of world leadership for the pure and simple reason that from the very beginning the leading members thereof have shown themselves both willing to teach and able to learn.

The best manifestation of this principle is the annual training school sponsored by the industry in the form of a trade meeting or convention to which every interested individual was welcome. In no other country do the members of the macaroni-making craft gather thus in friendly conferences, and nowhere is the matter of better manufacturing and better distribution so ably and openly studied than at these annual gatherings held under the auspices of the National Macaroni Manufacturers Association.

This year we will meet in The General Brock Hotel, Niagara Falls, Canada, for three days, June 24, 25 and 26. Never was there so urgent need for a conference. Business has not been very brisk and competitive conditions have been such as to cause much worry. Improvement can come only out of understanding. How can we understand one another if we don't get together, talk frankly to each other and strive to reach a common ground on which we can all act for trade betterment?

As has ever been the case, the convention this year will be open to all manufacturers who are engaged in the production and distribution of Macaroni Products. Membership in the National Macaroni Manufacturers Association is not an essential to admission to our meetings although it highly recommended.

Come, therefore, to our 1930 meeting at Niagara Falls this month. As the presiding officer of the convention I assure all of a warm welcome and kind treatment. All I ask is your cooperation towards making this the most progressive and far-reaching conference ever held by our industry.

I will consider it a personal pleasure to shake you by the hand on the opening day—June 25. Don't disappoint me. Don't miss this wonderful opportunity for helping ourselves.

**The Secretary's Column**

Register Early

All who attend the Niagara Falls convention of the Macaroni Manufacturing Industry in The General Brock Hotel, Niagara Falls, Canada, June 24-26, 1930, are requested to register early with the Secretary.

Get an identification badge,—it will help you to get acquainted early and easily. Only properly registered members and guests will be entitled to the privileges of the convention and to the attention of the entertainment committee.

**Ladies' Entertainment**

There is so much to be seen at Niagara Falls, the playground and scenic center, that the entertainment of women and children will give convention guests and committee little or no worry. However, something special will be undertaken for their special enjoyment. Under a proper chaperon appointed by the Niagara Falls Chamber of Commerce, the ladies will be given a treat on Tuesday, June 24, in the form of a tour of the famous rose garden in Victoria Park which will then be in all its gorgeous splendor of all the colors of the rainbow. A delightful "English tea" will be served them at noon in the government refectory on the brink of the falls and later in the day, the women and kiddies will view the falls from "Maid of the Mist," a trip that will always remain a pleasant memory. If you have not already made provisions for bringing along the family, remember there is still time. We want them as our guests.

**At Your Service**

The convention plans are complete. Addresses, discussions and entertainments have all been arranged with the thought of pleasing and educating those who attend.

During the whole convention the Secretary will, as usual, be at your service. It will be a pleasure to him to see the program proceeds without any noticeable hitch and everything which any will do to bring this to a successful conclusion will be appreciated by all the Association officers.

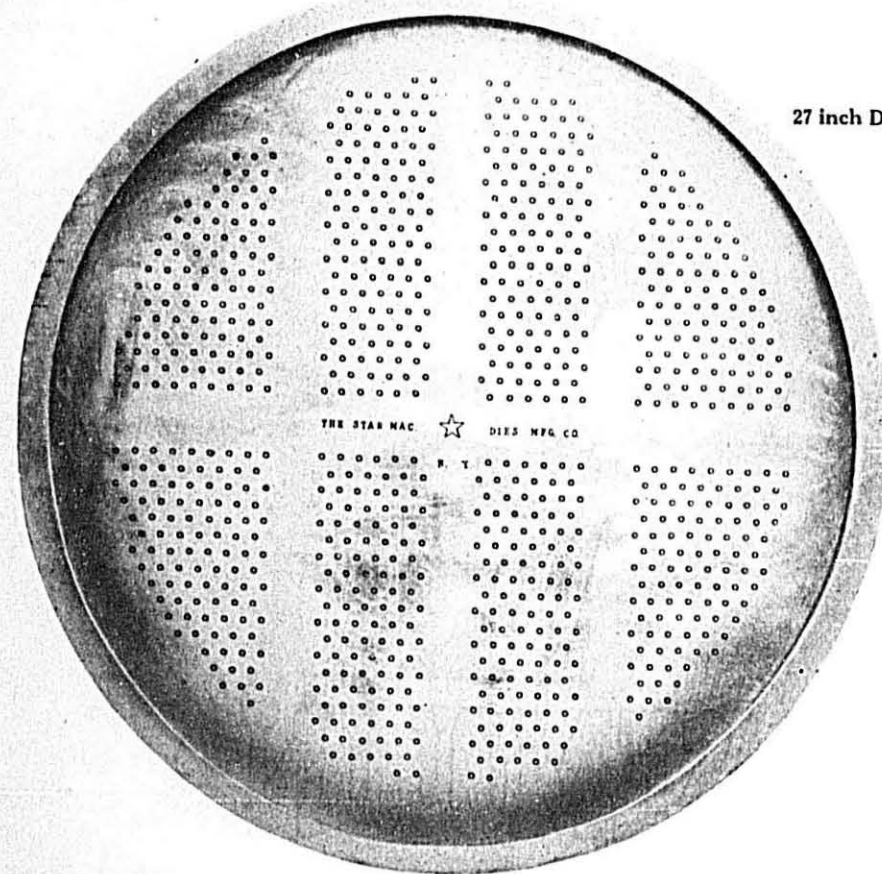
Remember—This is YOUR CONVENTION. Make the best of it.

**STAR PERFECTION DIES**

*All That The Name Implies*

All that we want is an opportunity of proving to you that our dies are the best that can be made, and are guaranteed both as to quality and efficiency.

Whenever you are in the market for any dies, regardless of shape or type, let us have your inquiry.



27 inch Diameter

Whether you need a new die or only a repair job, let us show you can obtain absolute satisfaction and save money. We have a competent staff of experts devoted entirely to the manufacture of "Perfection" Macaroni Dies.

Our Motto—QUALITY } =ECONOMY  
EFFICIENCY }

**THE STAR MACARONI DIES MFG. CO.**

47 Grand St.



New York, N.Y.



## To the Manufacturers of Macaroni

Assembled in convention at the General Brock,  
Niagara Falls, Ontario, June 24, 25, 26, 1930

### --Congratulations

The past year has seen developments which constitute a remarkable compliment to the sagacity of the manufacturers of macaroni, and which promise to bring greater prosperity than ever before to the industry. We extend our congratulations, and our best wishes for the success of your important venture.

### *Pillsbury Flour Mills Company*

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

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Kansas City, Mo.

Los Angeles  
Marquette  
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Milwaukee  
Newark  
New Haven  
New Orleans  
New York

Oklahoma City  
Omaha  
Philadelphia  
Pittsburgh  
Portland, Me.  
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