

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 9**

**January 15,
1932**

The
Macaroni Journal



Minneapolis, Minn.

January 15, 1932

Vol. XIII No. 9

Our New Year Wish

May 1932 bring all macaroni and noodle manufacturers better and more profitable business.

Toward this end, may we recommend:

More sincere cooperation.

Sounder merchandising practices.

Improvement in quality of products.

More earnest association support.

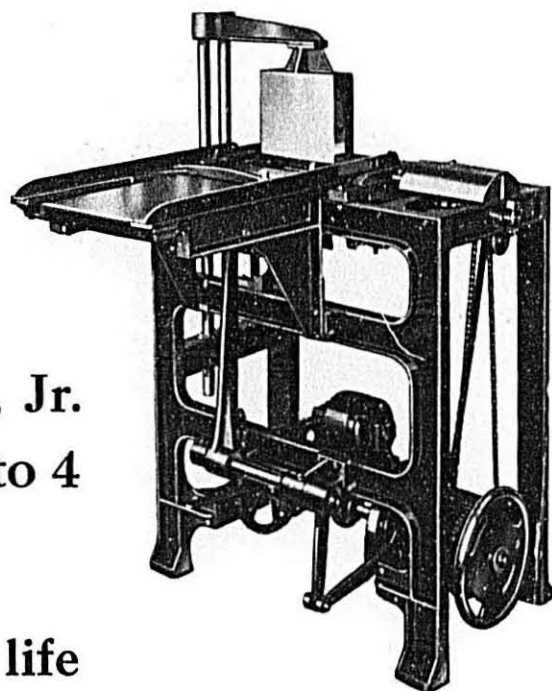
MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

This Modern Machine Pays For Itself *Promptly*

With a small average daily production of one-pound cartons, the Peters, Jr. pays for itself in 3 to 4 months.

And since years of life are built into this sturdy machine, figure for yourself how profitably it will serve you.

Send today for details



The
New Peters, Jr. for
forming and lining
cartons

AUTOMATICALLY--at the
rate of 35 to 40 per minute
with one operator. Easily
adjustable to many sizes.



Peters Machinery Co.

GENERAL OFFICE AND FACTORY

4700 Ravenswood Ave., Chicago, U. S. A.



When Fortune Rapped!

By JAMES EDWARD HUNGERFORD

FORTUNE knocked upon his door;
Knocked and knocked—then knocked some more,
But his ears, they did not hear her,
And to make the story drearer,
While she knocked—he, with his neighbors
Who had ceased their diverse labors,
Was debating dire "depression,"
And exhorting on oppression.
FORTUNE knocked—and then departed
From his dwelling, heavy-hearted,
And passed through the neighborhood
Knocking on the paneled-wood
Of each portal—KNOCKING, KNOCKING,
Loudly hammering and socking
Each door loudly, as she wended,
'Til at last the long street ended—
There she came to humble cottage,
Where a poor man ate his pottage
Who had ceased his weary labors,
Nor had lingered with his neighbors
To hold forth in sad digression
On the topic of "depression";
Who had cast off gloom's FEAR-fetter,
And believed things would get BETTER—
Not by shivering and shirking;
Not by worrying—but WORKING!
Came Dame Fortune to the portal
Of this optimistic mortal,
KNOCKED—and he sprang forth to meet her,
Wring her hand, and warmly greet her—
And with fortune's wreath, she crowned him;
In the richest robes she gowned him,
Placed him in a gilded palace;
Drank his health from golden chalice;
Emptied in his lap vast treasure;
Heaped on him life's ev'ry pleasure,
While his neighbors—shred of glories—
TOLD EACH OTHER "HARD-LUCK" STORIES!

All Rights Reserved



The Seal of Uniformity

THIS seal on a sack of semolina means that the purchaser is doubly protected.

Two Star Semolina is milled under a double check system, which assures perfect uniformity.

Our testing mill—one of the most complete and finest in the country—determines what durum wheat measures up to our standards. Our vast storage facilities enable us to buy this desirable durum and have it on hand throughout the year.

Throughout the milling of Two Star Semolina a most exacting control is exercised. At regular intervals each day it is tested for granulation, color and protein strength.

That's why Two Star Semolina is always uniform in every respect—granulation, color, flavor, protein strength.

★ ★ TWO STAR SEMOLINA

Milled by Minneapolis Milling Co.
a division of
Commander-Larabee Corporation
Minneapolis, Minnesota

THE MACARONI JOURNAL

Volume XIII

JANUARY 15, 1932

Number 9

Salute the New Year

Hail, 1932!

The macaroni manufacturing industry greets the New Year with both joy and hope,—joy because of the final passing of the old year replete with setbacks and discouragements,—hope for trade betterments because of the new opportunities presented by the next twelve months that make up the Year 1932.

As viewed by the leaders of the macaroni manufacturing industry, the year 1931 has recorded very little that is in any way encouraging except that it gave all business men some valuable experience from which not only the individuals but the whole industry should eventually benefit.

When entered twelve months ago the year of 1931 held out many promises or prospects to the macaroni makers and those organizations allied with them, but things did not turn out as planned. Conditions grew worse as the year progressed, reaching their lowest depression point in the late summer and early fall months, dulling the hope of the planners, and demoralizing the leaders and ruined some of the less wary. In the old year put to the acid test the wisdom, the judgment and ability of all in the trade.

A year ago the macaroni manufacturing industry had just entered a new way with a fair start its nationwide cooperative advertising campaign "To Teach The Millions" the true story of macaroni products, telling consumers everywhere the real worth of its product as a food that should be served more liberally to all the classes as a healthful, satisfying and economical food. The sponsors of the cooperative movement were pleased with the result attained up to that time and were hopeful of better results as time passed.

The manufacturers were beginning to feel the beneficial influences of this well planned promotional activity. Prices had somewhat stiffened, better grade goods were being manufactured and offered to the consumers, many of whom were to receive macaroni products for the first time. Trade associations received fewer complaints about unfair business practices and everything indicated that the macaroni industry was in a battle for increased use of its products and improved business conditions.

Though allowance had been made for expected antagonism the movement was unable to withstand the attack when it came from such unexpected quarters as contributors and the organization that stood to gain the most from the continuation of the campaign. Everything was serene up to the middle of the year when the national convention of the industry went forward as approving the activity, but events culminated so

fast within the next few months as to cause a "blow up" of the whole affair before the year ended.

Out of the catastrophe was salvaged several things of great future value to the macaroni manufacturing industry of America. The National Macaroni Manufacturers Association whose very existence was threatened, continues to represent the better element in the industry, with pledges of even stronger support by the progressive manufacturers. Blocked in its efforts to help the whole industry along one line of action, the National Association will carry on seeking new avenues for promoting the trade it has sponsored so consistently for nearly thirty years.

As the result of last year's activities, there remains the Macaroni Cost Accounting System that was developed after much study and great labor. It already serves a fairly good number of firms and it should become more popular in the next year or two when economic conditions compel manufacturers to look more and more to their cost facts and figures.

Even so disastrous a year as 1931 cannot rob the macaroni industry of the benefits to the trade that will accrue from some of the lesser, but very important activities, such as the work of the Educational Committee of the National Association and of the Quality Committee with its fine plans for progressive legislation.

General conditions within the industry have been bad, but they might have been worse. At least they were in keeping with the general business conditions, but on a much better basis in that practically every manufacturer has his business so well in hand that he will be able to take the earliest possible advantage of any change for the better that must soon present itself.

Students of general business conditions find encouragement in the national situation. Viewed in the same light conditions in the macaroni manufacturing industry are even better. With more harmony between the various groups within the industry and with more concord of thought and action on the part of those who are looked to to show the way, the prospects for the New Year 1932 are at least hopeful.

The worst is unquestionably behind us. Before us looms a future of promise, a period of recovery, slow perhaps, but definite. Much depends on the action of the individual, the determination of the organized group of progressive manufacturers who must resume their position as leaders and teachers. This done, the hoped-for era of prosperity will be achieved more quickly.



Macaroni Trade Winds

Culled From Early January Items

*** Production pickup was noted the first part of January 1932, after the slack period preceding and during the holiday season.

*** New York papers conveyed the cheering news that the Atlantic Macaroni Co. of Long Island City, N. Y., on Dec. 15, 1931 voted an extra dividend of \$2 per share. That's encouraging!

*** An ailing, worn-out mother, an unemployed but willing father and two hungry twin daughters proved a combination that touched the heart of a charitable macaroni manufacturer in the east who volunteered to supply the little ones with milk and macaroni until the father is able to earn enough to keep his little family.—A fine charitable gesture!

*** Only staple foods will be included in the bill of fare for the New York needy by the newly established home relief bureau,—no beer, tobacco and other luxuries. Macaroni products will be among the staples passed out.

*** November 1931 cotton use dropped to 996,000 bales, estimates the New York Cotton Exchange as against 1,017,000 bales in October.

*** Freight loadings down,—only 581,733 having been loaded during the week ending Dec. 19, 1931 as announced by the American Railway association. 31,801 below loadings of the preceding week and 132,132 cars under corresponding week in 1930 and 261,042 carloads under the figures for same week in 1929.

*** Because "the public cannot much longer refrain from natural buying" business leaders look for an early pickup in all lines of trade.

*** 10% of the wholesalers and manufacturers did a larger business in volume during the first 9 months in 1931 than in 1930. Luck has not deserted all of us!

*** General Foods company will shortly inaugurate plans for a large increase in production and distribution of Frosted Foods company. Clarence Francis has been named a director of the company and member of its executive committee, the latter having voted its regular dividend of 75c a share on company's common stock.

*** "TRADE ASSOCIATIONS proved their worth in 1931," declared President E. M. Tourtelot of the Chicago Association of Commerce, and "the LONE WOLF in business cannot any longer compete against the superior knowl-

edge of the organized majority in any trade," further asserts this same authority.

*** Machinery and machine tools manufacturers are anticipating an early upturn in their line during the New Year.

*** Though food shows are not as numerous as they were several years ago, the number of macaroni manufacturers exhibiting at the state, sectional and national food shows appears to have increased.

*** "People may be poor but they can be clean." Many must have thought of this old saying during 1931 because the Bon Ami company found it possible to vote not only its regular dividend of \$1.00 a share on its Class A stock and 50c on its Class B, but also an additional dividend of 50c a share on the latter.

*** The city of Chicago has adopted the 6-hour day for a test during January and February 1932, expecting to save about \$11,000,000 a year, a much needed economy. Time will prove its worth.

*** F. W. Woolworth & Co., the world's leading 5 and 10, reports a drop of 2.2% in total sales for December 1931.

*** Pullman company, carrier subsidiary of Pullman, Inc. reports a deficit, a net loss of \$46,739 for November 1931. Gross revenues were only \$4,238,364 against \$5,304,725.

*** Standard Brands, Inc. fought depression, according to A. C. Monagle, vice president, by (1) no letup in advertising; (2) No letup in sales effort; (3) Improved service to the trade; (4) Improvement in packaging; (5) Improvement in quality.

*** November sales in the A. & P. stores of the country were down 6.42% in value but up 4.64% in tonnage.

*** After successfully withstanding the deterrent effects of a big disaster, the Chicago fire, and several disastrous panics in its 66 years of wholesaling of grocery products Franklin, MacVeagh & Co. of Chicago have decided to liquidate.

*** The 7046 chain store organizations that operate 159,826 stores or units in this country account for 21% of the total retail store business, says the bureau of census. The chain stores sales in 1929 amounted to \$10,771,984,034 as compared with total sales in all retail stores in the U. S. of \$50,033,850,792.

Aid in Industrial Planning

The Bureau of Foreign and Domestic Commerce is prepared to offer its services to any industry seeking to take advantage of the available means for setting up the machinery to plot its future developments along stable and safe lines, Director Frederick M. Feiker states.

"How these services and aids shall be extended and how far they are needed is a matter for the individual to decide," Mr. Feiker said. "Government can help, government can coordinate and plan, but the burden rests upon every individual business group and business organization to put its own house in order. The forward looking individual or group will act now to insure

future stability, and will take advantage of the means which business itself has set up in the Department of Commerce to determine its needs and its measures.

"It is in the procuring of facts and the analysis of conditions that organized business groups can offer to the individual business man the basis upon which he can found his individual economic planning.

"Representative trade associations and business representatives have prompted the formulation of a definite, concrete program, an American economic plan if you like, for business stabilization through group action. In its final form this program, now in a tentative stage, will be the product of the best thought that the bureau may be able to summon

from among leaders in American trade and industry.

"This program of economic planning must conform to the fundamental American principle of individual initiative, individual achievement for individual reward. It cannot be imposed by fiat decree. It must in the end rest upon intelligence and ingenuity of the American business man. Economic planning by ukase is not for us."

JUST DUMB

Butterfinger Joe is so dumb that he thinks mushroom tools are the kind to use to gather mushrooms.

He reminds me of the gin gurgler who thinks, that a joint account means credit in a speakeasy.

Macaroni Educational Section

By B. R. JACOBS, Washington Representative

Substitutes . . . Law Enforcement

In the December issue of this JOURNAL referred to 2 products that were being offered to the macaroni trade as substitutes for flour and semolina. One of these is artificially colored farina manufactured in Kansas, and another is flour labeled "Unbleached Amber Durum Wheat Flour."

The first of these products was colored probably with a highly colored oil as the fat content was considerably higher than found in normal farina and all of the coloring matter was dissolved in the oil.

Regarding the unbleached amber durum blend flour, a statement was made by the manufacturer that "a product must have not less than 50% of durum wheat flour to be designated as durum wheat flour."

I have recently been advised by the Department of Agriculture that the designation "amber durum blend flour" shall be applied only to a flour that is made of one or more grades, or a blend, of amber durum wheats. It shall not contain any part of any other class of wheat.

Another product that is being offered to the macaroni trade is soya bean flour under various designations. The soya bean is a very old article of food particularly in the orient where it has been cultivated for more than 4,000 years. It has been the principal article of diet of the Chinese for many generations and furnished the largest percentage of protein and mineral substances of any individual article of food. There is nothing new in its use as a food nor in its use as an admixture of other foods.

The composition of soya bean is such that it can furnish a large percentage of the protein requirements of the daily diet. The following figures show the average composition found in soya beans under varying conditions.

COMPOSITION OF SOYA BEAN

	Minimum	Maximum
Moisture	7.00	9.00
Protein	33.00	41.00
Fat	12.00	20.00
(Mineral constituents)	4.70	7.70
Nitrogen-free extract	24.00	31.00

Average composition of Nitrogen-Free extract

CARBOHYDRATES

	%
Starch	4.90
Dextrin	4.70
Glucose	3.30
Fructose	1.10
Sucrose	1.50
Free Sugars	0.10
Cellulose (fibre)	3.30-5.90
Other	3.10

Organic acids

	%
Determined (approximately)	1.40
Undetermined (approximately)	8.60
Total	1.40
Determined (approximately)	8.60

Mineral constituents of ash on the bases of the bean are as follows:

	%
Calcium	0.34
Magnesium	0.27
Potassium	0.18
Sodium	0.17
Phosphates	0.60
Fluorine	0.10
Chlorine	0.10

In the fat may be included about 1.75% lipoids.

The proteins are mostly water-soluble and coagulated by heat and acid and are in some respects similar to the casein of milk.

When soya bean flour is used with flour or semolina in the manufacture of macaroni the protein, fat and ash constituents increase very materially with a corresponding decrease in the starches and other carbohydrates. The following table shows the composition of (A) macaroni made with durum semolina and (B) macaroni made with 82.0% of semolina and 18% soya bean flour:

COMPOSITION OF SEMOLINA MACARONI WITH AND WITHOUT SOYA BEAN FLOUR

	A.		B.	
	No Soya Bean Flour	Contains 18.0% Soya Bean Flour	No Soya Bean Flour	Contains 18.0% Soya Bean Flour
Moisture	10.50	10.40	10.50	10.40
Protein (N5.7)	13.42	17.82	13.42	17.82
Fat	1.80	6.38	1.80	6.38
Ash	0.66	1.52	0.66	1.52
Nitrogen-Free Extract	73.62	63.88	73.62	63.88

Starch, Sugars, Etc. 100.00 100.00

This difference in composition offers a means for detecting the presence of soya bean flour in macaroni products. This is only one of the many differences that exist between these 2 products. There are other more positive means of differentiating between wheat products and soya

FARINA MACARONI DEFINED

In the December 1931 issue of Service and Regulatory Announcements, the Food and Drug Administration of the United States Department of Agriculture makes known its official definition of farina macaroni products and straightens up a friendly controversy that had aroused much interest in the macaroni trade.

"Farina Macaroni, Farina Spaghetti, Farina Vermicelli, are plain alimentary pastes in the preparation of which farina is the only farinaceous ingredient used and are distinguished by their characteristic shapes."

beans and these are used very effectively in detecting admixtures of even very small quantities of soya beans.

When I was first approached concerning the use of soya bean flour in macaroni products I stated that so far as the macaroni trade was concerned there would be no objection to its use provided the ultimate consumer was fully aware of its presence in the macaroni products and also provided it was not used by manufacturers to conceal deficiencies in egg solid in egg macaroni products or to conceal inferiority of grade of other raw materials. Just how this was to be done was up to the sellers of this product. It should be sold strictly on its own merits. The Department of Agriculture was asked for a ruling on how this product should be labeled and since the department has no authority to approve labels it refused to state any particular labeling. However, the following label was suggested to the Department of Agriculture for comment:

PLAIN SOYA NOODLES

The color is the natural color of Soyex (Soya Bean) Flour, and not derived from egg or artificial color, which are not used.

Composed of wheat flour and Soyex Flour which contains all of the rich nutrient of the soya bean.

The department questioned the accuracy of the term "Plain Soya Noodles" since there was some doubt that the public generally would realize that the product was not made exclusively from soya flour even though the explanatory statement might correct that impression. It was, however, the thought of the department that purchasers usually rely upon the designation rather than upon any explanatory matter and suggested that the above designation might be changed to "Plain Wheat and Soya Noodles." This being followed by the explanatory statement above.

This type of labeling seemed to be entirely satisfactory provided it got to the ultimate consumer. It could do so if the product was sold only in packages. It could not be used in macaroni products that would be sold in bulk and this particular objection was very strongly emphasized.

Experience has shown this to be the case. One manufacturer who has used soya flour has not complied with the labeling suggested but has been selling his product under the designation "egg noodles." One case against him has already been successfully prosecuted and unless this particular manufacturer adopts the suggested labeling or another that will clearly show the consumer that the product contains soya bean flour there will be other cases to follow.

◆ DURUM WHEAT PROSPECTS ◆

Review by Bureau of Agricultural Economics, U. S. Department of Agriculture

The United States has a supply of durum wheat for 1931-32 smaller than average domestic consumption whereas in recent years our exports have averaged between 25 and 30 million bushels. The quality of our crop is good this year, being roughly comparable with the high quality of the 1930 harvest. Canadian and Russian durum compete with that from the United States in supplying the import requirements of Italy and other European importing countries. The surplus of exporting countries this year appears to be considerably below the average takings of importing countries in recent years. Durum production in Canada appears to be considerably smaller than last year, and reports on wheat in the durum producing regions of Russia suggest a smaller crop there. Durum production in Italy is now estimated to be somewhat larger than last year's short crop but considerably short of domestic requirements. The North African crop now appears to be larger than last year but variations in the North African supply have a comparatively insignificant effect on the market for North American durum, since the North African surplus practically all goes to the protected French market and nearly supplies the total French requirements.

Durum wheat has been selling at a premium above hard winter wheat the past 3 months whereas it usually sells at a discount, and the margin of durum below hard red spring has been less than usual.

United States 1931 Crop

The United States 1931 durum crop estimated at 21,037,000 bus., is the smallest

harvest since 1916 when only about 16,000,000 bus. were produced. Information available on carryover indicates total stocks on July 1 this year to be over 2 million bushels less than a year ago, a big increase in visible supply being more than offset by decreases in apparent farm stocks and country mill and elevator supplies. Total supplies of durum including carryover are about 39,000,000 bus. compared with about 82,800,000 last year and an average of 78,800,000 in the preceding 6 years.

Inspections of durum receipts at Minneapolis and Duluth during August and September last year have included higher percentages of amber and durum subclasses than in the corresponding period last year and smaller percentages of mixed and red durum.

The quality of the crop is high again this year. The percentage of the total of the first three grades was 92.2, of all inspections during August and September, almost as high as the high percentage of 93.4 in the corresponding period last year. A smaller percentage was in grade 1 this year however, and larger percentages in grades 2 and 3. There is no definite figure indicative of the protein content this year but it is believed to be high, not far different from last year when the tests of early threshings in North Dakota showed 14.7% protein, the highest in the past 5 years.

Last year durum milling requirements took 14,190,000 bus. compared with the preceding 6-year average of 13,800,000 bus. Seed requirements were estimated at roughly about 4,900,000 bus. Average domestic consumption for other purposes

in recent years has averaged about 16,000,000 bus. Total domestic supplies this year after deducting seed and milling requirements equal to last year leave only about 10,000,000 bus. for other domestic requirements and export carryover, which is considerably less than average domestic consumption alone. Domestic consumption for purposes other than milling is comparatively elastic, the amount used depending in part on the amount available after supplying foreign demand for milling purposes. In 1926-27 for instance, when production was reduced to 47,500,000 bus. domestic consumption other than grinding and seed was reduced to 6,000,000 bus. while exports equaled about 21,000,000 bus. Exports last year were roughly about 12,000,000 bus. compared with an average of 30,100,000 bushels the preceding 6 years.

Canadian Durum Crop

The Canadian 1931 durum crop appears to be about 10,500,000 bus., or about two thirds as large as the 1930 harvest, and smaller than any crop in the past 5 years. Seed requirements probably equal about 1,000,000 bus. and milling requirements roughly 500,000 bus. which would leave only about 9,000,000 bus. for all other domestic consumption and export. Inspections in the Canadian western grain division in August and September 1931 were 37% lower than for the corresponding period of 1930. Early inspections have been gradually higher than last year, with 86.6% in the first 3 grades compared with 77.6% in the same period a year ago. The percentage in grade 1 however, was slightly

Country	1926-1931				
	1926	1927	1928	1929	1930
	1,000 bushels	1,000 bushels	1,000 bushels	1,000 bushels	1,000 bushels
United States					
Four States	43,981	79,100	97,291	52,380	57,105
Others (approximate)	3,519	4,100	5,009	5,020	2,995
Total United States	47,500	83,200	102,300	57,400	60,100
Canada, Manitoba a	(16,000)	(18,000)	29,300	15,200	614,500
Inspections, western division c	13,392	15,129	26,036	11,075	12,060
Italy e	52,200	45,900	49,900	68,700	48,400
Total three countries c	115,700	147,100	181,500	141,300	123,000
Algeria	19,000	22,100	22,800	25,200	22,700
Morocco	22,000	23,000	22,600	25,000	17,300
Tunis	10,700	6,500	10,500	9,500	7,500
Total North Africa	51,700	51,600	55,900	59,900	47,500
Total Six Countries	167,400	198,700	237,400	201,200	170,500

a Production figures for Canada in the years 1928 to 1930 are estimates from total wheat areas and production on the basis of percentages of average devoted to durum by districts in those years. Figures for 1926 and 1927 are rough approximations from inspections on the relation in later years between inspections and production. For 1931 production is placed at 38 per cent of total wheat production the percentage reported for acreage according to Vice Consul L. H. Johnson.

b Actual durum production may have been larger than indicated by this figure. Durum wheat is little hurt by rust which did considerable damage to bread wheat, and thus durum may have formed a larger proportion of the total crop than the 32% indicated by age. An increase in inspections suggests that the crop may have been larger than in 1929.

c Canadian inspections excluded from totals.

d Inspections for August-September this year were 36% lower than for the corresponding period of 1930.

e Computed from official reports of total wheat production by compartments on the basis of normal percentage of wheat acreage devoted to durum according to report put out by the Ministero dell'Economia Nazionale.

f The latest official estimate was 13,779,000 bu., but reports on conditions since that time indicate that damage from heat and hot was not so great as then believed. Data by the International Institute of Agriculture suggest that the actual harvest was probably about 15 million greater.

January 15, 1932

THE MACARONI JOURNAL

9

WHAT GOLD MEDAL IS DOING TO AID MANUFACTURERS OF MACARONI PRODUCTS

"PRESS-TESTED" Method of Producing Semolina Assures Uniform Color, Strength, and Taste 365 Days In Year

Semolina Sales and Service Department Assisted More Than 40 Organizations in Correcting Manufacturing Difficulties

Further assurance of absolute uniformity in color, strength, and taste in Semolina, Gold Medal Millers test every batch of Semolina under regular commercial conditions. The added protection is what the term "press-tested" assures.

To aid macaroni manufacturers in overcoming technical manufacturing problems, Gold Medal Millers have provided the free services of highly experienced experts. These men will work with you in your factory, or answer any inquiries you wish to direct to them. All such inquiries will be kept in strictest confidence. For full particulars concerning Gold Medal "press-tested" Semolina or the services of the Semolina Sales and Service Department, write to George B. Johnson, Semolina Sales and Service Department, General Mills, Inc., Minneapolis, Minn.



GOLD MEDAL "PRESS-TESTED" SEMOLINA
 PRODUCED BY WASHBURN CROSBY CO., INC., OF GENERAL MILLS, INC.

smaller than a year ago. No exact comparison can be made between the grades of Canadian inspections and United States inspections since the standards of the countries differ. For instance grade 1 according to Canadian standards has a higher minimum weight than in the United States, while Canadian durum wheat classed as amber may have a smaller percentage of vitreous, amber colored kernels than is the case in the United States.

Russia, North Africa and Italy

Russia was an important factor in the international durum market last year with shipments to Italy alone amounting to nearly 6,700,000 bus. Spring wheat prospects generally in much of the durum growing region have been reported to be less favorable than last year and some reports have mentioned poor quality also.

The North African durum crop estimated according to latest reports at 51,400,000 bus., is about 3,900,000 bus. greater than last year's short crop but a little below the average for the past 5 years. The weight of the grain is reported to be satisfactory in Algeria and heavy in Morocco. The prospects of the North African crop can change rapidly on the eve of harvesting due to hot dry winds. For this and other reasons the early estimates of production in these countries are subject to wide revisions later in the season. Practically all of the North African surplus goes to the protected French market where it nearly supplies French requirements, and therefore changes in the North African durum crop are of minor significance in connection with the international durum situation.

Italy's Situation

Italy, the important importer of United States durum, has a durum crop now estimated at about 54,800,000 bus., which is about 6,400,000 bus. above the short crop of 1930 and slightly above the average for the past 5 years. Last year Italy imported 24,397,000 bus. of durum of which 16,930,000 bus. were of North American origin, while in the past 5 years Italian imports averaged 22,646,000 bus. of which 19,985,500 bus. were from North America. Durum imports from July through October this year were probably affected by a decree issued July 2 prescribing the use of 95% domestic wheat in the manufacture of wheat products. On November 1 however, the percentage of domestic wheat required for durum products was reduced to 75% of the total. It is not known, of course, what effect the requirement will have on durum imports. The shortness of durum crops in surplus producing countries appears to have reduced the exportable surpluses this year to a point where the maximum percentage of foreign wheat will not be used. In the past 5 years imports have averaged about 33% of the estimated commercial supply as obtained by adding imports to estimated production less seed requirements. Last year when the crop was short imports rose to 24,397,000 bus. or 37% of the total supply.

The present durum crop estimated at 54,800,000 bus., after deducting probable seed requirements would give a domestic commercial supply of about 48,000,000 bus. An importation equaling a fourth of the total supply or a third of this domestic supply would reach 16,000,000 bus. The total 1931 Canadian surplus above seed and milling requirements plus a quantity equal to Italy's durum imports from Russia and Argentina last year is less than 16,000,000 bus., and other European countries take part of the North American surplus.

Germany and France

Germany has been importing some durum wheat but until last November there was no basis for determining how much. Beginning Nov. 5, 1930 durum importations were allowed at a duty of 11.25 marks per 100 kilograms, equivalent to 73c a bushel, whereas the duty on wheat for flour was considerably higher. For the 8 months from November through June imports at the 73 cent rate totaled 4,425,000 bus. out of a total wheat import of 15,682,000 bus. The first 3 months of the current season imports at the 73 cent rate totaled 1,217,000 bus. out of a total wheat importation of 8,552,000 bus. Additional quantities of durum imports in August and September this year may have been included in the import allowed at a 2 mark duty by means of import certificates, which quantities are included in the figure of total wheat imports.

France has been importing about 7,000,000 to 11,000,000 bus. of durum wheat in recent years of which 4,000,000 to 11,000,000 have been for domestic consumption. It has included 4,000,000 to 8,000,000 bus. of North African durum which is favored above foreign wheat by import tariff regulations and milling restrictions. Total imports from North America have ranged from about 2,000,000 to 5,000,000 bus. but mostly for re-export. Last year France imported 10,988,000 bus. of which 10,701,000 were for domestic consumption a larger amount than in any of the 4 preceding years. About 3,700,000 bus. were from North America and 6,800,000 from Africa while fewer than 100,000 came from Russia.

U. S. A. Prices

Prices of durum wheat in United States market usually follow fairly closely the prices of hard red bread wheats, usually selling at a discount below hard winter and a greater discount below hard spring. The monthly average price of No. 2 Durum at Duluth in August was 14c above the price of No. 2 Hard Winter at Kansas City, and rose to an average of 16c above in October, whereas in the past 11 years it has averaged about 7c below. The price has been only 3 to 7c below No. 1 Northern Spring at Minneapolis the past 3 months whereas in the past 11 years it has averaged about 16c below.

An accident and an injury are 2 very separate things. There are many acci-

dents where there are no injuries. On the other hand, most accidents are potential injury makers.

"Selective Distribution"

Advantages of "selective distribution," the placing of identified merchandise by the manufacturer among reasonably non-competitive distributors, were discussed in a late article in "Notion and Novelty Review." It is claimed that this type of distribution will help insure a satisfactory gross profit to the retailer, protect manufacturers against the evils of price competition, and stop warfare of price cutting by competitors.

An example is cited of a certain trademarked item which had been sold in large quantities at a loss by nearly every store in a certain city. The item was consequently discontinued by all but a few non-competitive stores. These stores then realized a profit on the item. They dropped duplicate lines, the other stores thus automatically being given "selective distribution" on the discarded lines, resulting beneficially to all concerned. The manufacturer, formerly unfriendly to this type of distribution, was forced to accept it when he found that the profit derived from a few stores aggressively promoting the sale of his goods produced a greater volume of business than he formerly received from the large number of stores which played "football" with the item, because of the lack of profit to be made.

It is claimed for "selective distribution" that "in helping to maintain a satisfactory retail price, it will effect a stabilizing influence on wholesale prices, materially lessening the pressure brought to bear on manufacturers by retailers to meet a severe competitive situation. It brings to the manufacturer all the advantages accruing from having highly satisfied distributors; in fact it makes the manufacturer and retailer virtually partners in the sale of these particular items, and while protecting the profits of each in no way sacrifices the interest of the customer."

Financial Loss Through Fraud

The American Bankers association, in a bulletin "Stepping Ahead of the Bar Crook," has estimated the direct financial loss through operation of criminals, as follows:

Embezzlement	\$ 150,000.00
Credit frauds	400,000.00
Burglary, holdup, larceny, pilferage, and thefts.....	250,000.00
Forgery, including worthless and bogus checks and counterfeits.....	40,000.00
Seaport robberies, piracies, and customs frauds.....	100,000.00
Railroad and other thefts in transit	25,000.00
Stock frauds	1,750,000.00
Tax and insurance frauds	1,000,000.00
Arson	70,000.00
Miscellaneous	75,000.00
Total	\$3,860,000.00

you
Commander
 the Best When
 you
Demand
 Commander
 Superior
 Semolina

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

That's why over 75% of our orders are repeat orders from regular customers.



Commander Milling Co.
 a division of the
COMMANDER-LARABEE CORP.
 Minneapolis, Minnesota

Census of Manufactures for 1931

The canvass for the 1931 census of manufactures will begin in January 1932. The Bureau of the Census at Washington will mail out the schedules soon after the first of the month with a request that they be filled out and returned within a short time.

The bureau has sometimes been criticized for the length of time which elapses between the beginning of the canvass for the census of manufactures and the publication of preliminary statistics. A moment's consideration will show, however, that if the statistics are to be reasonably complete and accurate they cannot be published until the manufacturers have supplied complete and correct returns. Some of the manufacturers in each industry, realizing the value of census statistics and the importance of obtaining them as soon as possible after the close of the year, do fill out the schedules and mail them promptly.

The data given in these returns can, of course, be edited and tabulated, but statistics cannot be published owing to the fact that other manufacturers, because of their indifference to the value of census statistics, or for other reasons, neglect to make returns within a reasonable time. In some cases it is necessary for the bureau to send several reminders to such manufacturers. Not only does their procrastination delay the publication of the statistics, but the expense of carrying on the correspondence necessary to collect their returns adds materially to the cost of taking the census.

A large part of this correspondence, of course, is in regard to incomplete and incorrect returns. It is just as important that answers be made to all the inquiries on the schedules which are applicable to the line of manufacturing carried on, and that the figures be correct and consistent, as it is that the returns be made promptly. Failure to supply any one item called for by a schedule delays the completion of the tabulation and thus retards the publication of the statistics.

The census of manufactures schedules for 1931 will be considerably shorter than those used at the preceding census because of the omission of the inquiries in regard to fuel, power equipment, and distribution of sales, and the shortening of some of the other inquiries. For any manufacturer who keeps detailed accounts of his business it is a simple matter to transfer the required figures from the books to the census schedules. Some of the items, it is true, call for a certain amount of computation, but the bureau does not require manufacturers to incur any unreasonable expense in filling out the forms. Because of the fact that the data for individual establishments are combined to form totals for the United States and for states and other areas, slight deviations from strict accuracy in individual items do not impair the value of the statistics, and therefore carefully prepared estimates are accepted in all cases where exact figures are not avail-

able. Such estimates are always preferable to the combination of several items on the schedule.

Care should be taken, of course, to answer all questions that apply to the line of manufacturing done, and to make all answers consistent with one another. For example: the figures given for materials and for products should relate to the materials actually used and the products actually manufactured during the year.

The statistics published in connection with the census of manufactures are the most comprehensive and authoritative body of information of this kind anywhere available. They are the cornerstone of any broad statistical study of manufacturing activities in the United States. They are used not only by manufacturers as standards by which they may judge the progress of their own business and ascertain the conditions and the needs of their particular industries, but also by statisticians, legislators, and numerous organizations interested in the material progress and welfare of the country. They enable the individual manufacturer to ascertain the extent to which his practices in regard to such matters as hours of labor, consumption of electric energy, and ratios of wages and cost of materials to value of products differ from those of his industry as a whole, and thus are available for use as a guide in improving his methods if he finds himself in the rear rather than the front rank. Furthermore, aside from such practical considerations, any member of a well organized industry naturally takes pride in its growth and prosperity.

The census figures give, for a series of alternate years, a picture of the rise and progress not only of manufacturing as a whole but of individual industries. For example, the statistics on the manufacture of macaroni, vermicelli, spaghetti, etc., show that the products of this industry increased in value from \$45,353,000 in 1927 to \$46,915,000 in 1929, thus continuing, although at a greatly reduced rate, an increase from \$29,556,000 in 1923 to \$43,489,000 in 1925. In 1929 the industry employed an average of 5000 wage earners, and paid wages to the amount of \$5,495,000.

Our industry has in the past made the census bureau acquainted with its needs along statistical lines, and for this reason the census figures in regard to the production of macaroni and related commodities give all the detail that we require. These statistics are of great value to the industry. They are utilized by many of the manufacturers and ought to be used by all of them. You are requested therefore, not only for the sake of the help which the statistics will give you but also in a spirit of friendly co-operation with other members of our industry, to fill out the census schedule carefully and completely, immediately on its receipt.

Do not put it off with the thought that a few days of delay make no difference. It is the accumulation of these small delays which retards the publication of the statistics. Please give the census returns the attention they deserve.

Free Deal Transactions Analyzed

A comprehensive statistical analysis of the free deal problem as it relates to wholesale druggists has been made by the statistical division of the National Wholesale Druggists association. The study does not attempt to appraise the economic value of this method of trade promotion but examines the results of free deals.

Over 7000 transactions were examined. It was found the average size of all deals was \$5.70. There were 257 for less than \$1 and 1091 more for \$10 or over. The latter constituted 48.5% of the total volume actually distributed in the form of deals. Free deals below \$5 involved about 54% of the deal transactions but provided only 20% of the volume.

Deals in which the free goods are furnished the wholesaler by the manufacturer involved 4980 of the 7100 transactions and provided 70% of the total volume actually sold in deals. The "charge back" deals provided 16.32% of the volume sold in deals. Those deals in which the free goods are sent to wholesalers' orders amounted to only 6.52% of the total volume.

It is calculated that for the transactions studied free goods represented the equivalent of 12.6% discount when they bought these deals.

The general conclusions arrived at are: 1. In general the entire deal should be furnished the wholesaler in a complete unit package. 2. Where this cannot be done the no charge back deal, or the charge back terms should apply, the free goods having previously been shipped to the wholesaler. 3. The charge back deal may be acceptable in certain cases if the per cent of free goods is substantial and if the deal is relatively large. 4. Under no circumstances can the wholesaler be forced to accept the charge back deal if the value of the deal is below \$4. 5. Even when the charge back method is used it is exceedingly desirable that the deal come as a unit package.

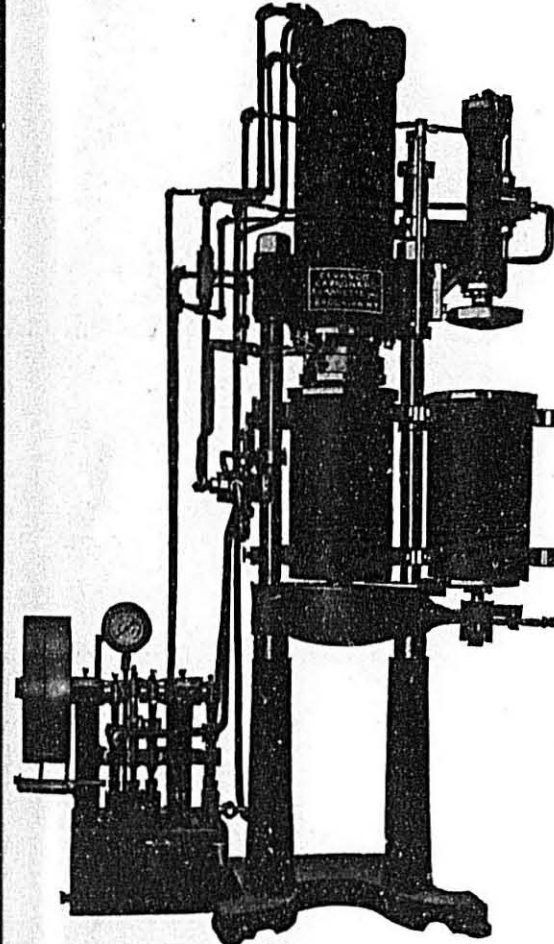
The report points out that in wholesale houses studied the deals recorded covered 200 different items. That meant that the salesmen of any one of those wholesalers has to keep in mind the existence of deals in 200 or more lines at the same time.

HOLY SMOKE!

Recently heard of a man who smoked 20 cigars, 4 cigars and a half pound of tobacco every day for 27 years and he gave up smoking on a moment's notice and never touched it again. He smoked near a keg of blasting powder at the time and the head of the man dropped through the bung hole.

Consolidated Macaroni Machine Corporation

FORMERLY
Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son
Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13½ inches

Between the two faces, there can be practically no wear on this part.

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

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

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

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

DIE PLATEN. The dies platen or support is divided into three (3) sections for the 13½ inch and two (2) sections for the 12½ inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

Secrets of Successful Trade Marking

Your Trade Association Is the Trade Marker's Best Counselor

By WALDON FAWCETT

Where is the brand hunter, or the owner of the brand that is hunted, to turn for advice? The question is certainly very much in order. For never was there a time when the trade mark owner or would-be owner of a macaroni mark stood more in need of good, explicit, dependable counsel. Trade marking of goods, and more particularly the protection of established trade marks, being more or less of a technical and legal matter it has always been desirable that the marketer of identified macaroni and noodles should have at his elbow a trusted authority to whom he could refer riddles arising in connection with his stewardship of valuable brands. But lately this need has been emphasized.

And why? We may as well attempt to answer that question here and now, because no macaroni-noodle tradesman is going to grow excited over added responsibilities unless he is convinced that it is his turn to worry. Well then, let's say it is especially because of the steady increase in the number of macaroni and noodle brands in this line of commerce. The more the branding the more the danger of duplication or near-duplication, and the greater need for vigilance and tact and expert knowledge in dealing with actual or prospective clashes of interest. Then again the average layman is finding it difficult to reckon with and apply to his individual circumstances the increased federal precautions against confusion of goods and confusion of reputation. Yet again we have the mounting complications caused by the fact that an increasing proportion of the brands in use are not registered nationally, nor in any state.

Given any one of the score of contingencies that may suddenly confront a trade mark owner or guardian and where is he to go for diagnosis and relief? Shall he fly to a lawyer? Or hand over a fat fee to an expert who is the counterpart of the medical specialist? Or will he brave official red tape and try to satisfy his curiosity through correspondence with the federal and state agencies that have jurisdiction over trade names, trade marks, etc.? If the doubt or difficulty has arisen in connection with the use of a trade mark on American goods designed for export still other courses are open to the harried seeker after the truth. Where, oh where, will he find the proverbial friend in need who is not only conscientious but intelligent?

Perhaps we should concede that there is no single, infallible fount for everybody who under all circumstances wants information on any and every phase of trade mark adoption, certification, use and protection. There are rare occasions

when nobody but a lawyer, an experienced patent lawyer at that, can point the way out of a trade mark jam. But as the one best recourse in all trade mark difficulties, perplexities and uncertainties, there may be toasted the trade marker's own trade association, provided of course the association is one of the rapidly increasing number of national trade organizations which now render first aid to trade markers as part of their regular service for members.

There are several good and sufficient reasons why the trade association is the brander's best bet when what is on his trade mark mind is anything other than a complex legal matter. The prime reason for turning first to trade association headquarters is the intimate knowledge of trade conditions and customs possessed by the organization heads. To illustrate, let us dwell for a moment on the advantageous position of the trade association for determining questions of "priority" and "anticipation" in the use of trade marks. Perhaps not more than half of all the trade marks in use today in this country are formally registered at the U. S. Patent Office. So a review of the marks on file at Washington does not necessarily yield all the evidence on the early use of a recurring trade mark idea. But well informed trade association executives may be able to say of their own knowledge whether there is any earlier claimant to a trade mark that is in process of adoption by a newcomer. Or if the association officials cannot instantly call to mind all possible conflicting versions among registered and unregistered marks the association may, by means of a "search circular" ascertain for a member whether he has a clear field for the adoption of a coveted nickname.

Even more advantageous to the trade marker who is feeling his way and needs a guide is the familiarity of the trade association staff with conditions within the particular trade that are likely to influence trade mark selection and promotion. If trade custom prescribes fanciful names rather than pictures for the identification of a given commodity the paternal trade association executive can pass the word to an unsophisticated new recruit and not let him run counter to fashion. Then again there are in every trade certain words which have become generic or descriptive in that line but which have no such significance in the world at large. Likewise words which through usage have taken on the functions of grade marks or quality indicia. Knowing all these terms which have special meanings the trade association watch dog is in a position to warn members away from marks which would be denied registration at the U. S. Patent Office be-

cause of their "descriptive" slant in the specific trade environment.

The trade association staff has likewise a fund of information on packaging trends within its particular field that is worth drawing upon by the captain in the industry who is intent on putting his feet forward in dressing or redressing his goods. A trade mark attorney or an obliging public official may be able to tell the macaroni man to a nicety whether or not a buy-word that he has in mind for adoption is in approved form to meet the federal rules and regulations. But is, if anything, more important for the brander to know what is the style trend among his own crowd? And what colors are coming into vogue for labels and wrappers. This knowledge of the drift of things is essential, whether the brander desires to follow suit or is intent on going counter to fashion for the sake of contrast. Whichever the branding strategy in play a tip from trade association headquarters is information from the inside and to be valued in proportion over outside advice, even though the latter be legally sound.

Unofficially, if not officially, trade association executives are capable of offering a most valuable service to members in the roles of compositors of trade mark disputes. Probably the day is not far distant when adjustment or arbitration of trade mark conflicts will be one of the recognized functions of every important trade association. Several of the national associations are, indeed, well on the way to that status through the establishment of their own private trade mark bureaus wherein are registered the marks of members of the associations as the best precaution against duplication. Business men are coming to realize that quarrels over trade mark possession are among the most costly, as they are among the most unnecessary of the excursions into the courts. Trade leaders are awakening to the fact that it is better to leave the disputes, in a spirit of accommodation, to the conciliatory impartial trade association umpires.

If worst comes to worst and a trade mark owner feels that he must go to court to protect his hard won good it is not a bad idea to consult with trade association executives as to the choice of a lawyer or lawyers to handle the case. So vast is the range of "industrial property" that many of the lawyers who practice before the U. S. Patent Office specialize in one sphere and thus become experts in respect to the class of commodities on which they concentrate. Trade association heads can usually recommend a trade mark lawyer competent to handle a member's case. Or give the member for his choice the name

January 15, 1932

THE MACARONI JOURNAL

15

A Strong Dependable Durum Semolina for Macaroni Manufacturers who Realize that Quality is the Surest and Most Permanent Foundation on which to Build a Bigger and Better Business

Use



QUALITY

SERVICE

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

Write or Wire for Samples and Prices

SPECIAL SEMOLINA

DURUM FANCY PATENT

No. 1 SEMOLINA

No. 3 SEMOLINA

of the patent lawyers who specialize in the field for foodstuffs. All in all it is a safe prescription, when in doubt about a trade mark, to turn first for suggestion,

information and alternative solutions to the wheel horses of the trade association, who have the best perspective on the trade mark scene within the industry.

Food We Have Always With Us

By SHEILA HIBBEN

Director Food Productions Division, Corbett and North, New York

We still have food with us if we only knew it! The trouble is in getting people to know it. How are we to make people stop *talking* about the departed glories of American cooking, and get down to the business of reviving them? You can hear expatriates from Rhode Island talking about Johnny Cake until your mouth waters, but do any of those people who have left their homeland ever offer to go into the kitchen and teach us poor benighted outsiders how to make the right sort of Johnny Cake? And just listen to any two southerners together telling each other what a hard life it is without any gumbos or jumbalayas! But do the southerners feel their responsibility toward mankind sufficiently for them to take pen in hand and write to our poor northern newspapers telling us the ingredients of a gumbo or a jumbalaya? Not a bit of it. Everybody shakes his head and says that American cooking isn't what it used to be, and yet we have only to get sufficient interest and information to make it, not only as good but a lot better than ever it was in Grandma's day.

For, whereas our grandmothers and even our mothers had to depend upon the products of the particular region in which they lived, we find the foods of every country in the world spread out before us every time we go marketing. And yet with all this wealth of table luxury at hand it is quite true that food no longer has the savoriness of a former generation.

What a good argument the prohibitionists might use if they insisted on deferring all discussion of drink until we accomplished some improvement in food! For surely it is a point well worth making to urge us Americans to get some flavor into food before we start grading up the gin. "The cup that cheers but not inebriates" would make a swell slogan with which the prohibitionists might start a campaign for coffee as against bathtub gin, if coffee as we get it in nine out of ten of our restaurants and homes cheered any more than it inebriated. And yet there would be a lot less howling for good beer if only we were half way sure of getting good coffee.

Nowadays almost anybody can style a fancy package, but who knows any more how to thump a melon to be sure that it is just ripe enough? Almost anybody can cover a box with cellophane to keep the germs out, but who can make a chowder that tastes like a salt meadow smells? And speaking of smells, who cares anything about how food smells,

anyway? Or, rather, who *knows* they care? For actually, ranking just after the taste of food is the importance of its smell. The aroma of a culinary masterpiece is far more important than its looks, in spite of all we read in the women's papers about callalilly sandwiches and watermelon cake and peach blanc mange in the form of a fish and fish croquettes made to look like peaches. Indeed so closely connected are taste and smell that it is impossible to separate one from the other. Before the palate passes final judgment on a morsel of food the nose has already accepted or rejected it—a far more final verdict than anything the eye may say on the subject. A vacuum can or an expensively styled package may *look* all right, but when meal time comes around they leave a lot to be desired, whereas the fragrance of a hearty soup as it is brought to the table, is more of an appetizer than any number of hors d'oeuvres or relishes.

With the economic situation what it is, it has never been so important to set good food on the family table. Heretofore fine cooking has been a luxury; now it is a necessity. When the family budget was not so restricted we could always provide two or three dishes for a meal, and if one did not please then there was the chance of the other two being acceptable. Now we can take no chances. A delicious crab gumbo made from a traditional Louisiana recipe and served with a bowl of perfectly cooked rice is not only a satisfying meal in itself, but actual gastronomic excitement. A roast of beef and a couple of expensive vegetables would give much less pleasure and bring forth less delighted comment than such a one-piece dinner.

Mussels are shell fish seldom if ever served on 100 per cent American tables, and yet Americans who have spent the summer in Paris remember with delight the mussels a la Poulette eaten at a famous French restaurant, long after they have forgotten how many towers are on Notre Dame cathedral. But it never occurs to these returned travelers to hunt out the mussel in its home in the foreign quarters of any of our big cities, dig up the classical French recipe for cooking the same and produce triumphantly on their tables a dish that is truly a masterpiece at a total cost of about 15c.

Highwayman—Your money or your life.

Victim—You will have to accept amendments and reservations.

1932 Is 1933's "Last Year"

The New Year, whether it be represented in our imaginations as an infant in swaddling clothes or an infant strutting forth in very grown up and sophisticated attire, still represents to all of us in common New Opportunity. After all, what a blessed thing is a new start—a "putting off the old for the new." It was surely wisely written that we should live not in the past but for today and tomorrow.

That word tomorrow is a potent one. Yet it has been abused by the generations. Too many of us undoubtedly have unnecessarily sad thoughts, do unnecessarily unfortunate things TODAY, believing all the while that TOMORROW we shall think and do differently. We forget the ever new fact that TODAY IS YESTERDAY'S TOMORROW.

Strength should be ours in remembering that 1932 will become 1933's LAST YEAR.

You may say: "But the ancients seem to have known as much as we—perhaps more!" When you say this, you mean that in every era there have been savants who stood out, and who, in after generations, were seen to have been great examples of wisdom.

It is recorded in the law books of Manu that cotton was well known as a textile of beauty and artistic uses in 800 B. C. Well and good! The simple loom, but ornament loving East Indians, that day may indeed have made cotton cloths "sheer as mist." But 1850 A. D. is the date of John Mercer's tremendous discovery of mercerization, and the American standard for durable or quality mercerized cotton is a matter of the last 3 years of this year of our Lord.

The lesson in such things as this would seem to be that if modern man had lived only in the past he would have said:

"Do something new; something grand with ancient cotton? How foolish. That was finished 2000 years and more ago."

Instead, modern man said in effect: "There is always today and tomorrow. Let us make the most of them. Let us have faith. WISDOM is always ours."

If these things be true in man's inventive skill, how much truer must they be in the simpler actions of life. There is no one who can not be MORE RICH AND MORE HAPPY in 1932 than he was in 1931—that is, unless he postpones starting until 1933.

If the yesterdays, the yesteryears of the bygone centuries provide one outstanding lesson, it is that knowledge, mental alertness and optimism, based on wisdom, have been apparent and profitable for ever. You may say that our civilization has not always been an upward moving one but surely the answer is that there is more universal knowledge in the world today than ever there was before. More people have the OPPORTUNITY for wisdom and happiness even if they do not use it.

The largest pineapple canneries in the world are in Honolulu.

What the Grocery Trade Can Do for Itself and the Nation as a Whole in 1932

Address by PAUL S. WILLIS

President, Associated Grocery Manufacturers of America, to the Detroit Manufacturers Representatives

It seems especially fitting that we should meet together at this time; a period when we are not alone thinking of the closing of the old year, but in addition, and perhaps what is most important of all, a time when we are planning with confidence a New Year's activities. You have named your trade dinner well in terming it "Prosperity," for if we are only sensible, 1932 may be made a prosperous year for all of us.

I am not an economist, but to me a depression is a period of adjustment necessary to enable us to meet new and changing economic conditions, created largely by our own past efforts and activities. It has been truly said that in solving the problems of today we create the conditions of tomorrow, so I believe that all students of political economy, both practical and theoretical, will agree that a depression lasts just so long as it takes us to adjust our businesses to meet the new and changed conditions. Therefore a large part of the remedy for our present troubles lies with us individually and by our actions we can at least bring about a gradual return to normalcy.

The food industry, unlike most others, has not suffered a severe decline in tonnage consumption. Therefore our opportunity to recover normal business with normal profits simply awaits our own intelligent planning. It is obvious that if the food industry is to progress, for its own sake as well as to contribute its utmost to the general welfare of the nation, it will find its opportunity in the creation of profits and not in the obtaining of added volume.

There is volume sufficient for everyone. It is our profits which have been reduced, beyond the point of necessity in many instances during the past 2 years.

As a manufacturer I am conscious that we cannot think selfishly in terms of our profits alone. We ourselves cannot benefit unless our distributors and the industry as a whole benefits. We must consider what we can do to the profits of our distributors if we in turn are to receive their consideration and cooperation this coming year. So, let us recall to mind that each of us may do to avail ourselves of the opportunity which 1932 will bring.

There can be little doubt that the craze for volume pursued by every group in the food field has contributed a great deal to the demoralized conditions of the past 2 years. Therefore it is obvious that we must all reconcile ourselves to being content with our present existing share of the prevailing consumption for our commodities. Should anyone of us seek to expand unduly at the present time at the expense of our competitors, then our methods will tend to promote further

drastic price cutting, ruinous to profits in our markets and in our portion of the industry and ruinous to the early recovery of the grocery industry as a whole.

To the Manufacturers

To the manufacturers I suggest that special instructions be issued to your sales organization to take every precaution that your representatives, directly or indirectly, consciously or unconsciously, do nothing to excite or stimulate uneconomic

have made it a practice of suggesting to distributors that they load up on their brands and make a leader out of their products, regardless of how that practice of extreme price cutting demoralized the market. Such sales tactics must stop. It is unfair that a majority of the manufacturers' brands should suffer from the reputation of the few who tend to promote price demoralization in many markets.

So I repeat, my suggestion to manufacturers is, slow down on your craze for volume and speed up on your efforts for a moderate normal profit on what you sell.

To Chain Store Operators

To you fellow guests who are chain store operators my message is very brief. I know today that you are as actively concerned over profits as is any other group in the food industry. I know that you desire to see profitless selling eliminated, so I bring to you this thought. Drastic price merchandising has had its day with the consumer. Drastic price merchandising no longer pulls new volume, so I urge you to watch your opportunity and to instruct your merchandising people to mark up each brand as the opportunity presents itself, so that each item pays its own way as it passes through the channels of distribution in your stores.

To the Wholesale Grocers

To our wholesale grocer friends I suggest that you give thought to elimination of unsound price competition between yourselves. It is not necessary to meet everybody's price on leaders. This fallacious theory has been responsible for much of the profitless selling by wholesalers during the past several years. I suggest further, through your salesmen you carry to the independent retailers whom you serve the thought that there is an improvement in the consumer pricing of popular selling brands in most markets at the present time, and that this improvement can be continued and increased if the independents will avail themselves of every community opportunity to obtain a fair price on the brands which they sell. I suggest further, this thought that the merchant who gives service can command a premium over the price of the non-service merchant.

In conclusion, it must be clearly understood that I bring to you no message urging the abolition of price cutting. No plan could be devised that could practically and legally accomplish any such cure at the present time. However I do urge instead a course of intelligent individual action calling for abolition of the most drastic forms of price cutting, and



PAUL S. WILLIS

of the extermination of methods and practices that encourage a continuance of this evil.

I call as well for a sense of alertness, of opportunism, that each of us may constantly seek an improvement in profits,

taking advantage of local conditions where possible to accomplish this.

If each of us will do our part wholeheartedly with consideration for the other fellow then the grocery industry will be in better shape in 1932.

◆ Praises Flexibility of Tariff Law ◆

Congress will in all probability have under discussion this session the flexible provisions of the present tariff law when proposals for changes therein reach that body. In view of the expected discussion of this business-disturbing question, based on conclusions arrived at after a referendum on the subject submitted to its members, President Silas H. Strawn of the Chamber of Commerce of the United States of America proposes that action be taken to consistently support the principle of flexibility in the adjustment of tariff rates instead of troublesome revisions that may be proposed.

"The national chamber has consistently supported the flexibility feature of the present tariff act to meet varying fluctuations in industrial and trade conditions involving such changing factors as material costs, labor costs, foreign exchange values, etc. We further believe that there should be a permanent administrative authority to make such necessary rate changes, after investigation indicates their need.

"The present tariff law gives to the United States tariff commission the function of investigating costs of production of foreign and domestic articles with a view to recommending to the President of the United States changes, within a 50% limitation up or down, on articles upon the dutiable list, to equalize such costs. Such investigations may be upon request of either House of Congress, upon request of the President, upon the initiative of the commission itself, or upon the request of interested parties provided the commission is convinced that there is good and sufficient reason for such requested investigation.

"The adjustment of individual rates by the tariff commission and the President within prescribed limits, provides a more continuing, more expeditious and more direct procedure than the usual course of partial or general tariff revision by Congress.

"Under the present law the reorganized tariff commission has performed its functions under the flexible provisions with greater celerity than did the previous commission. It has disposed of the bulk of the cases submitted to it, not only by both Houses of Congress but also by interested business men both in the United States and abroad.

"This method of scientific investigation of production costs, with changes recommended to the President within definite congressionally set limitations has in my opinion, constituted a distinct advance in tariff making.

"Moreover, to the foreign business man complaining about the height of the

United States tariff the flexible feature provides a definite means by which he may submit his claim for an adjustment and have that claim determined upon a fair principle of equalizing production costs.

"In the interest of business stability, retention of administrative authority to adjust tariff rates, after investigation and within prescribed legal limits, has seemed to the business organizations in the Chamber of Commerce of the United States to be highly desirable."

Three large Mexican states—Yucatan, Sonora and Chihuahua—have adopted prohibition.

Find "Dealer Help" Profitable

Taking advantage of the merchandising suggestions made by representatives of the National association as part of the 1931 advertising activities of the industry, district representatives of the C. F. Mueller company of Jersey city have suc-



ceeded in arousing the interest of the grocery trade in macaroni products as never before.

The regular run of retailer is not interested personally in any one of the products, hundreds of them, which he daily hands out over his counter. He must be sold and the easiest way to sell him is to convince him that the additional sale of any one product means not only increased profits, but that it will encourage other sales that produce unexpected profits.

Working along this line H. E. Daley, representative of the C. F. Mueller com-

pany in the Pittsburgh, Pa., district reports very favorable reaction toward this foodstuff and particularly to the Mueller brand.

"Adopting the suggestion made last summer by the merchandising manager of the National Macaroni Manufacturers association," says Mr. Daley, "we have arranged window displays (see accompanying cut) that obtained for us the cooperation of the progressive grocers in this district in our attempt to TELL THE WORLD about macaroni products, particularly the Mueller brand. The whole display was created by our men in actual daily contact with the grocer and with a full knowledge of the latter's wishes. It is not in the nature of a contest but presents a visualization of the active, loyal cooperation of our staff members, who are sold one hundred percent on the quality of the Mueller products and the food value of macaroni which should be used more regularly by Americans who seek variety as well as high quality meals."

Mailing Letters Early Urged

The postal deficit might be decreased by millions of dollars during the coming year if the American people would take more care in mailing and mail early in the day and before holidays, according to the first assistant postmaster general.

Additional clerks for night work, at 10% salary increase, to handle pieces which the public do not mail early in the

business day and before holidays, greatly increases expenses. In addition mailing incorrectly addressed letters and rewinding poorly tied parcels add costs.

This official urges that concerns individuals mail in the morning and in the afternoon whenever possible, instead of waiting until 4 o'clock or after.

And then there was the sweet something who, when told that an effort being made to revive Shakspeare, declared she didn't even know he had been on the party.

Seasonal Macaroni Dishes

Among the several seasonable tested recipes recommended for use during the winter months by 2 such outstanding authorities on food values as Janet M. Hill and Mary D. Chambers of the "American Cookery" staff are 2 fine ones calling for macaroni products, one very simple and the other slightly more elaborate.

Baked Noodles With Raisins

Boil the contents of a package of noodles in boiling, salted water until tender; then drain.

Melt 4 tablespoonsful of butter, add one half a cup of chopped onion, and fry until a light brown; add the contents of one can of mushroom sauce, one half cup of water, one half cup of seedless raisins, one half cup of cheese cut into pieces, one half teaspoonful of salt and one half teaspoonful of paprika; cook until mixture boils. Combine with noodles and pour into a casserole. Bake 30 minutes in a moderate oven.

Italian Spaghetti (Spaghetti al Sugo)

1 lb. spaghetti

2 small cans tomato paste
2 lbs. Hamburg steak (½ pork and ½ beef)
¾ lb. Roman cheese
Few mint leaves
3 gals. boiling water
3 large onions
½ tsp. red pepper
2 tsp. sugar
3 tsp. salt
6 crackers (ground)
3 sprigs parsley
3 eggs
Fat.

Mix meat, ground crackers, parsley, mint leaves, eggs, half of the salt and a dash of red pepper. Make into balls and fry in hot fat until a golden brown. Fry onions and when brown add 2 tablespoonfuls of sugar, 2 cans of tomato paste, salt and pepper. Bring to a slow boil and cook about 2 hours, adding water to make the desired thickness. Cook the meat balls the full 2 hours in the tomato paste mixture. Boil the spaghetti in salted water until tender. Pour off water and put spaghetti on serving dish, pouring sauce and meat balls over this. Serve with grated cheese (Roman).

Real Food Value Found in Macaroni

If you belong to that vast tribe of Manhattanites who love their macaroni and their spaghetti, then you should, sometime during the year devote a few minutes to reverent thought of one Prati, who in the year 1831 had a most praiseworthy vision, resulting in the invention of spaghetti.

New Yorkers eat well over a million pounds of macaroni and spaghetti in one year or another every week. Gotham statistics show a decided predilection for the whole macaroni family; nor is it to be wondered at, for a more delicious and more nourishing food would be difficult to find.

In the days before science interested itself in food and its composition, macaroni and spaghetti were looked upon as substitute foods, to be used occasionally instead of meat and potatoes. An idea which was disparaging to the macaroni, one which had absolutely no foundation in fact.

Macaroni is a splendid food. My father, who delved into the facts about nutrition long before most other people thought about it, found macaroni, spaghetti and noodles to be foods rich in the elements which the human system thrives upon. And I can remember how often my mother consisted of macaroni or spaghetti cooked in milk, flavored deliciously and how I loved it, and grew healthy and strong on it!

Macaroni there is to be found twice as much protein as potatoes contain—therefore, you will remember, builds muscle. There are at least 5 times as much carbohydrates, one and a half times as much calcium, over 5 times as much sulfur, more than twice as much of the phosphorus, approximately twice

as much chlorine, a little bit more magnesium, and practically the same amount of iron as the potato contains. An impressive total, that.

Macaroni should never be looked upon merely as a substitute for the potato. Not only is it a vital food in itself, but potato is an alkaline product, while macaroni is acid forming; and both elements are needed in the body. Each has its separate function.

It is important that you buy a good grade of macaroni and of spaghetti. But then I have always maintained that to purchase a cheap grade of any food, to buy a product that is not vouched for with the name of a reputable manufacturer, is false economy. Buy the best food there is to buy—it costs no more, and you protect your health and the well-being of your family.

Green gives you the right of way—especially the "long green."

Irwin D. Wolf Trophy Packages

A selected group of packages submitted in the contest for the Irwin D. Wolf trophy, which will be awarded by the American Management association for the best package developed and put on the market since Jan. 1, 1929, will be exhibited by arrangement with the Art in Industry Alliance in museums and educational institutions in several cities throughout the United States, according to Managing Director W. J. Donald.

The award will be announced at a dinner to be given March 8 in the Palmer House, Chicago, as part of the program of the Second Packaging Exposition, Conference and Clinic, March 7-12, 1932.

Originally announced as a contest for "the best package developed and put on the market during 1931," the competition has been widened by the executive com-

mittee of the Second Packaging Exposition and Conference to include packages marketed since 1929.

"Honorary awards will be made by groups or classes of packages as the jury of award may determine and the Wolf Award will be made among the winners of the group honorary awards," the printed announcement reads. "Groups or classes of packages are: set up boxes, folding boxes, glass containers, molded containers, open display containers, paper bags, transparent bags, cans, new materials, etc. The winner of one honorary award is automatically out of competition for any other honorary award.

"The Jury of Award will take into consideration the esthetic aspects of packaging and also the sales effectiveness of the package, the utility, the relationship of package cost to value of the product and the appropriateness of the package for marketing the product generally."

Any competitor may enter more than one package regardless of class. The entries will be exhibited at The Art Center, New York city, between Feb. 15 and March 6. The week of March 7 they will be on display in the Palmer House following which they will be shown in other cities.

Cooked Right to Taste Right

Perhaps nothing has proven so great a deterrent to increased macaroni and spaghetti consumption in this country as has the failure of its proper cooking, especially by hotel and restaurant chefs who find it necessary to prepare the product in quantities long in advance of serving. This was brought once more to the attention of the manufacturers, forcibly so, by an incident of recent happening.

On the occasion of the recent friendly visit of Foreign Minister Dino Grandi of Italy to this country, his companions composing a large delegation naturally longed for their favorite dish. On their first night ashore half of the delegation went to restaurants for spaghetti dinners but complained that the product offered them was much overcooked. On their return to the S.S. Augustus that carried them back to Italy spaghetti cooked to suit these Italians' taste was served twice daily, thus appeasing appetites that American cooking would not satisfy.

In quality, American made macaroni and spaghetti is unsurpassed by any similar food made anywhere. To teach hotel and restaurant chefs how best to prepare it in order to give the most satisfying results is a problem the manufacturers have recently tackled by supplying this large group of food purveyors suitable recipes and directions in card form available from the Association headquarters for the asking.

INGENIOUS

And now they tell us a story about the Scotchman who invented a mouse trap that would kill the mouse before it had a chance to eat the cheese.

The National Association - TRADE MARK SERVICE -

Macaroni and Noodle Manufacturers contemplating the use or registration of new trade marks for their products are invited to make liberal use of this department, specially created for that purpose.

Arrangements have been completed for making thorough searches of all records of the United States Patent Office as to the registrability of any contemplated trade mark. Findings will first be reported confidentially to those requesting the search and later published in these columns without identification.

This service is free to members of the National Macaroni Manufacturers Association. A small fee will be charged nonmembers for this service.

Through competent patent attorneys the actual recording and registering of trade marks will be properly attended to at regular prices to nonmember firms and at reduced rates to Association Members.

Address—Trade Mark Service, The Macaroni Journal, Braidwood, Ill.

"Amalfi" Brand

Search of the records of the Patent Office in Washington, D. C., indicates that the brand name "Amalfi" is registrable. No such brand has been registered. In fact no trade mark beginning with "Amal," "Amat," "Amit" or "Amet" for macaroni products was found and unless the name "Amalfi" has some descriptive meaning, there seems to be no objection to it.

Application for the registration of "Amalfi" as the trade mark of the Napoli Macaroni Company, Ltd., 3417

Pasadena avenue, Los Angeles, Cal., for use on its macaroni products was filed through the Trade Service Department of the National Macaroni Manufacturers association at the request of the owner.

"Home-Maid"

Search has been made of Patent Office records and no record of filing of "Home-Maid" as a brand name for alimentary pastes of any kind has been discovered. However, this trade mark has been registered for several other food products, and under existing prac-

tices it probably cannot be registered for any other item of food unless prior use thereof can be shown, consent to register obtained from these prior registrants, or use of the registered mark shown to be abandoned.

Search discloses further that the descriptive words "Home-Made" for use on noodles were registered by the Home-Made Noodle company of Philadelphia, Pa. Also noted the word "Homeade" on a conventional design was registered by the Home Dairy company of Saginaw, Mich., for use on spaghetti, macaroni, etc.

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 December 1931 the following were reported by the U. S. patent office:

Patents granted—none.

TRADE MARKS APPLIED FOR

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

Djer-Kiss

The private brand trade mark of Vadsco Sales Corporation, New York and Long Island City, N. Y., for use on macaroni,

spaghetti, vermicelli, noodles and other cereals. Application was filed Oct. 7, 1931 and published Dec. 29, 1931. Owner claim use since April 25, 1928. The trade name in heavy type.

LABELS

Goodman's

The title "Goodman's Pure Egg Noodle" was registered Dec. 22, 1931 for use on noodles. Application was published Sept. 1931 and given registration number 401

Many Common Foods Supply Iron

Iron, essential to formation of sufficient red corpuscles in the blood, is obtainable from a wider range of foods than most people realize. Liver has been greatly emphasized as a source of this important mineral and many children have been told to eat spinach because of the iron it contained. Raisins, too, are frequently advertised as an especially palatable and easily obtained iron-rich food.

In response to many requests the bureau of home economics, United States Department of Agriculture, has compiled a list of common animal and vegetable

foods rich in iron. The amount obtained from any one food is small, says the bureau, and it is well to include liberal quantities of iron-rich foods in the diet. Egg yolk heads the list. It is not only one of the best means of supplying the body with iron but it also contains phosphorus and calcium, minerals needed to build bones, teeth, and other tissues.

Egg yolk is one of the prime constituents of egg noodles, a good "iron food" Next on the list come meats, particularly liver, kidney, brain, and heart and lamb. Oysters and shrimp are mentioned among sea foods.

Several green leaf vegetables share with spinach the distinction of being rich in iron. The list includes turnip and beet tops, chard, dandelion and mustard

greens, watercress, kale, New Zealand spinach and broccoli leaves.

The dried fruits are a good source of iron. Apricots, peaches, currants, dates, figs, and prunes all vie with raisins in this respect. The whole grain flours and cereals are important, particularly wheat, barley, rye, and oats.

As a grain food macaroni products have a goodly portion of the necessary food element.

Molasses ranks high. Sorghum and cane sirups are also mentioned. Maize legumes are listed, both fresh and the form of dried seed, such as lentils, common or kidney beans, cowpeas, and common peas. Almonds, hazelnuts, walnuts, pecans, and hickory nuts also supply some iron.

January 15, 1932

THE MACARONI JOURNAL

21

Safeguard Your Sales for 1932

The quality of your product, hence its demand, depends almost entirely on the quality of Dies you use.

Why not insure this year's sales by using:

MALDARI'S INSUPERABLE MACARONI DIES

Important Macaroni Manufacturers the Country over are using them.

ASK FOR QUOTATIONS -- NO OBLIGATIONS

F. MALDARI & BROS., INC.

178-180 Grand Street



TRADE MARK

New York, N. Y.

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

QUALITY SEMOLINA

**Strong, Uniform
and of
Good Color**



WE ARE SUBSCRIBERS

CROOKSTON MILLING Co.
Crookston, Minn.

Important Announcement

We Are Receiving Frequently

New Lots

Good Color

CERTIFIED GRANULAR EGG YOLK

Specially Selected For
Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire

Colburn S. Foulds

*Manager Noodle Egg Yolk Department
for Details*



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



* TERSE * BUSINESS TALKS



You Cannot Face Two Ways

The Energy Trios Agree That . . .

It cannot be done. No business man can face both forward and backward. If he tries, he will merely find himself getting confused and dizzy as he looks first one way and then the other. He will get no vision either ahead or behind.

January, particularly this January, is a time when it is fitting to ask business men, point blank, "Which way are you facing?" Are you looking backward at and cursing the business highway of 1931, torn up and under construction all the way and only beginning to show a few passable stretches by the end of the year? Or are you looking ahead at the 1932 highway, with stretches of finished surface here and there and the work of linking them together progressing at a satisfactory rate?

For the sake of argument, let us accept at their face value all the whispered statements about disasters narrowly averted, or about disasters said to have been minimized to deceive the public. Let us, if you will, admit that in 1931 the country was in a state of commercial collapse and financial paralysis. Admit anything necessary to bring to an end the argument about last year, anything to keep us from looking backward and to interest us in looking forward.

Business was not dead during 1931. For many it was very much alive. For some it was merely asleep. In volume it may have been 10 or even 15 per cent below normal, but there were still billions upon billions of it left.

If necessary, let us admit that we have been buried by an economic earthquake, but let us look forward to digging ourselves out, not to being buried deeper, with a tombstone holding us down and bearing the inscription, "Here lies a man who would not even try."

◆ Cheese Must Be Properly Labeled ◆

Since many macaroni manufacturers and distributors handle cheese in some form they will be interested in the requirements of the pure foods law with respect to the proper labeling of cheese as explained by the United States Department of Agriculture:

While a good share of the 18 distinct varieties and nearly 400 types of cheese is now produced in the United States, certain cheeses are not made so successfully in this country as in others, and the housewife who desires to buy a particular brand of imported cheese is protected under the labeling requirements of the national pure food law, according to Dr. W. B. White, chief of food control, Federal Food and Drug Administration.

Now Domestic, Also

"There was a day," said Doctor White, "when it was not possible for the buyer to get a good domestic Cheddar or Limberger cheese, but excellent grades of both varieties are now made in this country. Among the more important importations are: Emmentaler from Switzerland, Parmesan from Italy, Roquefort, Camembert and Brie from France, Edam from Holland. These all rank among the popular cheeses, but such rarities as Latticini, made from buffalo's

milk; Kruitt, made from camel's milk; and Lapland, made from reindeer's milk, may be obtained in some markets.

Must Have Identification

All original packages of imported cheese must carry on each container the name of the country from which the cheese came. Imported cheese is sometimes repacked in the United States, but in this case the name of the cheese and usually the word "imported" also are to be found on the label. Practically all American-made European varieties of cheese are labeled with a qualifying word such as "American," "domestic," or the name of the state in which the cheese was made.

Under the national pure food law cheeses customarily made from skimmed milk or partly skimmed milk need not be marked especially as to the character of the milk used. The name of the cheese itself gives that information. On the other hand cheeses customarily made from whole milk must be labeled plainly with a statement that they were made from partly skimmed or skimmed milk, if such is the case.

Weight and Quantity

For the buyer's further protection the federal food and drugs act requires that

all packaged foods contain a statement as to the weight or quantity of contents. Packages of cheese are not exempt from this ruling and the purchaser may assure herself of getting the quantity she expects by reading the quantity-of-contents statement on the package label.

Insurance Against Depression

Under the so-called Swope plan for organizing American industry against future depressions, a standard pension scheme is suggested, which is now being widely discussed by spokesmen for both capital and labor.

This pension plan is not charity. The employe contributes 1% of his earnings from his weekly pay envelope. The company contributes a like sum. The amounts contributed are calculated on basis of what would be required to retire the worker at the age of 70 on half pay. The fund is to be invested to earn 3% compounded semiannually.

Under Mr. Swope's plan the company contributions to the pension fund must be at least 1% of the worker's wage, but never more than \$50 a year. The company matches the worker's payment equally if the worker is 35 years of age or younger. Employes who have passed that age must make up the difference necessary to retire them on half pay at 70.

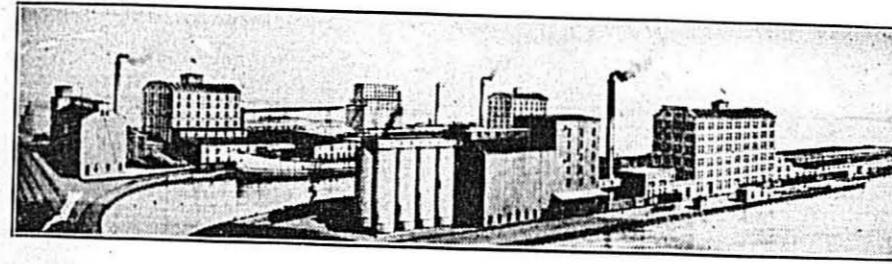
The worker is also protected under the Swope plan by life insurance, disability insurance and a workmen's compensation insurance. He shares with the company the cost of the insurance premiums, assuming the differential if he is over 35.

General James G. Harbord discussed the Swope plan at considerable length in the current issue of the American Magazine, using the necessity of immediate steps for the stabilization of industry and employment. "Obviously the unemployment problem demands a solution," he insists. "The Swope plan proposes a method of controlling business consumption and a plan for stabilizing employment and ending depressions for all time."

"We call this the machine age. It is the age of steel and dynamos, of new found sources of power harnessed by newly contrived machines. It moves swiftly. In the last half century we have seen it work so many miracles in transportation, communication and industry that the whole character of our lives has been changed.

"But now a world wide economic depression has brought the triumph of the machine age to a pause. Several millions of able-bodied men and women lost their jobs. Of the 49 million persons gainfully employed in the United States 10% faced this winter with hope of regular employment, through fault of theirs but because of forces of which they had no control. While factories in the west are bursting with work that cannot be sold, millions are short of food."

General Harbord's support of the Swope plan is given in thought-provoking terms, and he contrives to dramatize the most important problem which confronts the American people today.



HOURGLASS SEMOLINA

For the Discriminating Manufacturer Who Demands

QUALITY

Location Enables Prompt Shipment
Write or Wire for Samples and Prices

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

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

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

LOW PRICE NOT EVERYTHING

Quality and Reputation Still In Demand, Doing Business at the Old Stand

By W. B. HENRI
of Henri, Hurst and McDonald, Inc.

When you see a retailer offering what he terms to be a "\$150 value for \$39.50"—and then next day his competition across the street going him one better, and offering a "\$160 value for \$35.40"—your confidence in both merchants wanes, rapidly. Because your good sense tells you it's either a lie, or a closeout! In either case, you don't want it.

Through repeated price reductions, sales, closeouts and confusing price juggling—many erstwhile prosperous merchants have so confused their customers that buyers have lost their sense of value and their confidence . . . and simply stopped buying . . . while these merchants frantically go to even further lengths to lure customers into their stores.

Perhaps these merchants are not familiar with that famous quotation from John Ruskin:

There is scarcely anything in the world that some man cannot make a little worse and sell a little cheaper, and the buyers who consider price only are this man's lawful prey. But the "prey" finally gets tired of be-

ing trapped and turns on the trapper. Then the whole industry suffers.

It really needs a serious depression to teach the retail trade of this country that *price is not everything*—that good quality and the *reputation* of a good manufacturer are, after all, more important to the vast majority of buyers than price alone will ever be.

True, prices must be competitive . . . quality as good as other reliable makers offer . . . and sales and advertising efforts vigorous.

But granted these things, there is no need or excuse for the self destructive and industry destructive price tactics of many thousands of so-called "merchants."

Right through these strenuous times it is the lines with public acceptance and quality which have best stood the "gaff," and the merchant or merchants who have stuck to these lines have and will profit most in the long run.

Unfortunately the retailer is not the only offender in the low-price-little-quality field. Hundreds of manufacturers

who in good times have made only the most impeccable quality, have of late resorted to manufacturing practices which should put to blush any self-respecting firm, and surely there is a day coming when the harvest must be reaped.

No doubt these tactics are often engendered by fear . . . one of the most powerful emotions of man . . . but they are also frequently due to lack of good business judgment and merchandising ability—because they *prove* that that particular concern's only offensive weapon is *low price*.

After the smoke has cleared away a business once more sees with clear vision many manufacturers will have learned this priceless lesson . . . that *quality, reputation, business integrity, merchandising power and manufacturing ingenuity* are after all the great beacon lights of business.

They will have cleaned house of price-at-any-cost employes, and will have rebuilt man power on a basis of right thinking and right acting that will see them through many a future depression.

And they will come to realize—and for all—that *price is not everything*.

Mark Twain once said: "We should be careful to get out of an experience only the wisdom that is in it—and stand there; lest we be like the cat that sat down on a hot stove lid. She will never sit down on a hot stove lid again—that is well; but also she will never sit down on a cold one anymore."

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



"We are Subscribers To The Campaign"



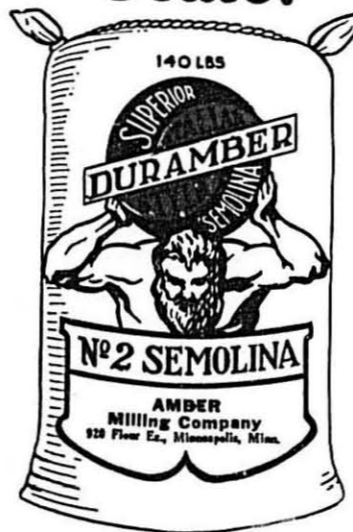
OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS

ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

PER PASTA PERFETTA

Usate!



"Meglio Semola-Non ce ne"

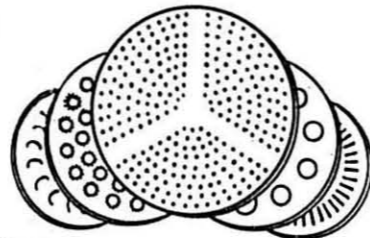
Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

THE STAR

STANDS ALWAYS



FOR PERFECTION



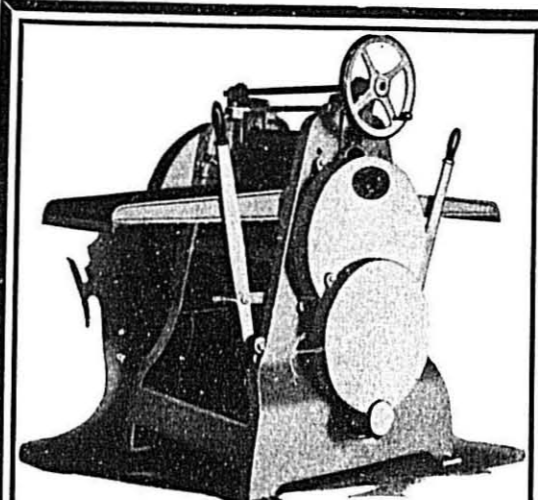
It Takes Good Dies To Make
Good Macaroni

THE STAR MACARONI DIES MFG. CO.

7 Grand St. New York City



"WE ARE SUBSCRIBERS TO THE CAMPAIGN"



A CHAMPION for YOU!

Competition in the food industry is keen.

And it seems to be getting more so every day, judging from the many modern macaroni and noodle plants that are installing the Champion Reversible Brake.

The modern, Twentieth Century Model, Champion Reversible Brake represents an immense step forward in efficient, profitable production at low cost.

It has been designed specially to serve your needs and those of other up-to-date plants manufacturing noodles, crackers, soda biscuits, etc.

Its velvety power will speed up your production remarkably and enable you to turn out a remarkably fine quality of brake dough. And, best of all, you can install a Champion Reversible Brake in your plant at low cost—on an easy time payment plan.

The coupon will bring you full particulars. Fill it in and send it—TODAY!

Champion Machinery Co.

Established 1888
Joliet, Ill. - - - U.S.A.

MAIL THE COUPON FOR FULL INFORMATION—NOW!

CHAMPION MACHINERY CO.,
JOLIET, ILL.

Without obligation send details about the CHAMPION REVERSIBLE BRAKE and the easy time payment plan to me.

Name.....
Street Address.....
City and State.....

Grain Trade and Food Notes

New Association Bulletin

To keep the membership of the newly organized Food Service and Equipment association fully advised of its activities the organization has begun the publication of "Food Service Equipment," a weekly, to be mailed out of the Chicago headquarters. The first issue made its appearance Dec. 8, 1931 and was devoted mostly to introductory statements of the aims and purposes of the bulletin and of its sponsoring organization. Officially the publication will be known as the "Official publication of the F. S. E. A., Inc.—A live association of members in the Food Service Equipment and Supply Industry," incorporated Nov. 19, 1931." H. B. Blanke, secretary of the organization is editor.

Revise Standards on Food Products

New standards and definitions for a number of food products and several new rules for uniform procedure in the enforcement of food laws have been adopted by the Pennsylvania department

of agriculture upon recommendation by the consulting chemists of the bureau of foods and chemistry.

The use of the word "Health" in connection with the trade or brand name of products, as for example, "Health Milk" or "Health Food" is declared to be an improper method of branding.

Noodle Foods Are Wholesome

It is seldom a housewife allows her larder to lack a supply of noodles. They are one of the staples of the kitchen, one of the essential food products upon which those who run their households wisely and well have learned to depend. That is the opinion of the food editor of the Brooklyn Standard-Union.

Noodles may be used in making up a greater variety of dishes than almost any other food. They add to the nourishment of a soup, make a perfect accompaniment to a meat course and served separately they can be prepared in a number of ways, as the frequency of recipes for this purpose plainly testifies.

Many a housewife knows noodles as an invaluable aid to arranging good meals, with varied fare and delicious courses. And almost as many have discovered the wisdom of selecting noodles with an eye to their quality.

Man Discharged in Union Fight

Insufficient evidence and inability to make proper identification resulted in the discharge of Diego Sinacore, 24, of 10 Suydam st., Brooklyn, following a hearing before Magistrate Steers in Bridge Plaza court last month on a charge of assault and robbery, according to press dispatches from that city.

A truck belonging to the Vito LaRosa Macaroni company of 473 Kent av. was stolen Monday after the driver, James Tadlock of 285 Atlantic av. was dragged from the seat by men attempting to unionize the chauffeurs at the plant.

The truck driven along South Tenth st. to Wythe av. crashed into a building at 46 South Tenth st. Sinacore was arrested after a chase.

Notes of the Macaroni Industry

Macaroni Salesman Dies

George L. Rapp of St. Paul, Minn., who for nearly 15 years was sales representative in St. Paul territory for the Minnesota Macaroni company of that city died Dec. 29, 1931 in Midway hospital. For nearly 38 years he was connected with the business life of St. Paul and was one of the most active members of the St. Paul Retail Grocers association.

Macaroni Prices Steady

Despite the strike in the plants of the New York district, almost exclusively in the bulk factories, which was temporarily settled awaiting arbitration of differences in prices of macaroni products on the New York market remained steady the latter part of December and early in January.

The truck driven along South Tenth st. to Wythe av. crashed into a building at 46 South Tenth st. Sinacore was arrested after a chase.

Hannaway Elected President

Frank J. Hannaway, district representative of The Foulds Milling company

has been elected president of the Columbus Association of National Manufacturers Representatives. He succeeded Earl B. Hill. The organization of which he is the head is composed of representatives of food and grocery manufacturers in the Central Ohio district. Mr. Hannaway is an associate member of the Columbus Retail Grocers association and well known to the macaroni manufacturing trade, having attended some of the national conventions of the latter industry. For nearly 15 years he has represented The Foulds Milling company in Columbus, Cleveland and Chicago.

Arbitrate Strike Grievances

Settlement of the strike among the macaroni workers in the bulk manufacturing plants in the New York Metropolitan district is practically assured through the action of the state department of labor. The workers have agreed to return to their jobs pending arbitration of their grievances. Among the demands of the workers were recognition of their union and 10% increase in wages, the former being considered the principal cause of the labor tieup.

The factory owners have become well organized and will resist every unreasonable demand.

able demand. The owners favor payment of fair, living wages but are determined to hold control of their operations.

Heavier Fines for Food Adulterators

Though the practice of adulterating macaroni products has been wiped out to a considerable degree through the action of the National association and will have little to fear from the decision to drastically increase the penalties for such violations as now proposed by the Food and Drug Administration, warning is herewith given to the trade of the purpose and intent of the government authorities having in hand the enforcement of the provisions of the Federal Food and Drugs Act.

At present the fines are \$200 for the first offense and \$300 or one year in prison, or both, for second and subsequent offenses.

In asking for increased penalties the administration declared that it cannot get imprisonment verdicts against corporations, and that present fines are ineffective, because companies, repeatedly violating the law, pay the fine whenever caught and regard "these penalties as in the nature of a license fee for doing an illegitimate business."

Macaroni Exchange Declining

The exchange of macaroni between the United States and other countries, both imports and exports showed a very sharp decline for the first 10 months of the year according to figures by the U. S. authorities.

In Oct. 1931 the imports had fallen to the low figure of 224,811 lbs. worth only \$17,204. In October of last year the imports totaled 235,209 lbs. for which importers paid \$17,701.

In the same month the quantity of American made macaroni products shipped to foreign countries had dwindled to 320,036 lbs. worth \$22,208, a decrease of almost 50% in quantity and value from the exports of Oct. 1930 when they totaled 673,725 lbs. worth \$50,133.

Decline Has Been Steady

The decline in importation of macaroni products has been very slight in comparison with the excessive decline in our exports for the first 10 months of 1931 reported by the government.

From Jan. 1 to Oct. 31, 1931 we imported 1,902,324 lbs. for which we paid \$142,390. In the same 10 month period in 1930 the imports amounted to 2,193,224 lbs. worth \$183,109.

The loss in the export business averaged nearly 50% during the first 10 months of 1931 according to the same authority. Only 3,992,283 lbs. were exported to about 30 countries bringing \$294,991 as compared with 7,711,411 lbs. exported the first 10 months in 1930 which sold for \$630,547.

October Exports by Countries

Countries	Pounds	Dollars
Irish Free State.....	2,400	165
Netherlands.....	4,800	421

U. Kingdom.....	54,095	3,933
Canada.....	61,815	4,339
B. Honduras.....	1,770	130
Guatemala.....	1,291	73
Honduras.....	19,653	1,021
Nicaragua.....	3,407	183
Panama.....	39,532	2,011
Salvador.....	96	16
Mexico.....	4,099	447
Miq. & St. Pierre.....	48	3
Newf. & Lab.....	4,954	316
Bermudas.....	414	31
Jamaica.....	1,313	110
Trin. & Tob.....	130	23
Other B. W. Ind.....	84	10
Cuba.....	26,621	1,575
Dom. Rep.....	32,610	1,985
Neth. W. Ind.....	460	30
F. W. Indies.....	900	45
Haiti, Rep. of.....	4,103	279
Virgin Is.....	1,324	102
Colombia.....	130	19
Ecuador.....	386	34
B. Guiana.....	100	12
Venezuela.....	486	81
B. India.....	577	66
B. Malaya.....	466	59
Ceylon.....	664	78
China.....	23,171	1,667
Jav. & Mad.....	1,135	118
Other Neth. E. Ind.....	550	61
Hong Kong.....	610	56
Japan.....	11,260	859
Phil. Is.....	4,766	694
Siam.....	280	32
Australia.....	632	59
B. Oceania.....	50	4
New Zealand.....	115	18
P. Oceania.....	1,168	104
Union of So. Afr.....	7,320	912
Gold Coast.....	76	8
Nigeria.....	175	19
Hawaii.....	76,669	5,162
Porto Rico.....	57,011	3,923
Total.....	453,716	31,293

New Display Stand Equipment

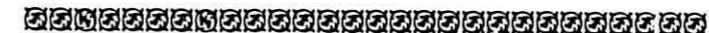
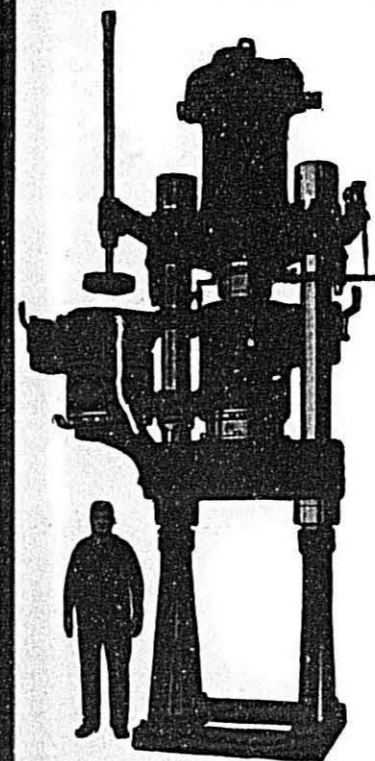
"The importance of letting goods advertise themselves is being driven home to manufacturers today as never before states D. H. Bitney of the Union Steel Products company, Albion, Mich. in announcing a new, complete line of display racks. "It is now realized that the actual product has a more direct sales appeal than any poster, picture or description. This has put the manufacturer squarely up against the problem of getting good display in retail stores. We found ourselves fortunately situated to produce effective displays at costs low enough for the manufacturer to supply them free or at cost."

"Such items," he continues, "as canned foods, packaged macaroni, cellophane wrapped egg noodles, vegetables, cookies, pies, soaps, paints, beverages, candy, etc. fee and innumerable others, no longer need be tucked out of sight.

"We have made a thorough market analysis of displayable merchandise, and have developed special display racks suited to a widespread range of commodities."

The display stands are ingeniously constructed, generally of heavy steel with all welded joints. They are collapsible providing easy shipment and storage. At the start practically every item required a new design, but enough basic styles have been developed to suit 4 out of 5 products for which display racks are required. Sizes and styles are already made in a large assortment adaptable to packaged goods and other retail commodities. However facilities and experience are more complete than ever in designing any new rack or stand needed.

Only fools answer questions before they are asked.



John J. Cavagnaro

Engineer and Machinist

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

Specialty of

MACARONI MACHINERY

Since 1881

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



The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office... Founded in 1903... A Publication to Advance the American Macaroni Industry... Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.

PUBLICATION COMMITTEE FRANK L. ZEREGA, FRANK J. THARINGER, M. J. DONNA, Editor

SUBSCRIPTION RATES United States and Canada... \$1.50 per year... Foreign Countries... \$3.00 per year...

SPECIAL NOTICE COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

ADVERTISING RATES Display Advertising... Rates on Application... Want Ads... 50 Cents Per Line

Vol. XIII January 15, 1932 No. 9

Thankful for Greetings

The official staff of the Macaroni Journal gratefully acknowledges season's greetings from its many well wishers. They are all the more appreciated because the friendly expressions are not solely "Christmas outbursts" but expressive of the friendly feeling manifested by them toward us throughout the year.

To those who sent us gifts in addition to greetings, personal, and proper acknowledgment was made direct, but this opportunity is taken to publicly expressing our thanks. We are enjoying the following thoughtful remembrances:

- A desk pad in silver case from A. I. Grass Noodle Co., Chicago. A silver ever-sharp pencil from Minneapolis Milling Co., Minneapolis. A box of Texas grape fruit from J. R. Bruce, president of Bruce Publishing Co., Minneapolis, printer of Macaroni Journal. A calendar refill from Crookston Milling Co., Crookston, Minn. A handy key-case from Capital Flour Mills, Inc., Minneapolis. A desk thermometer from Commander Mill Co., Minneapolis. A handsome desk clock from J. E. Smith, Macaroni Journal makeup man.

Handsome wall calendars were received from F. Maldari & Bros. of New York city and Clermont Machine company, Brooklyn.

Greeting card from the greatest distance was that sent by President Frank L. Zerega from Paris where he was spending the Christmas holidays in

France, accompanied by Mrs. Zerega.

Others came from— Peter Rossi & Sons, Braidwood, Ill. V. Viviano & Bros. Mac. Mfg. Co., Saint Louis, Mo.

I. J. Grass Noodle Co., Chicago, Ill. Mrs. C. H. Smith Noodle Co., Elwood City, Pa.

American Beauty Macaroni Co., Denver, Col. Trafficanti Brothers, Chicago, Ill. A. Goodman & Sons, Inc., New York, N. Y. Domino Macaroni Company, Springfield, Mo. Capital Flour Mills, Inc., Minneapolis, Minn. Champion Machinery Co., Joliet, Ill. Cuneo Brothers, Connellsville, Pa. Minneapolis Milling Co., Minneapolis. Link-Belt Company, Chicago, Ill. Pillsbury Flour Mills Co., Minneapolis. Mr. & Mrs. C. G. Harrel, Minneapolis. Mr. & Mrs. H. D. Rorvi, Braidwood, Ill. Mr. & Mrs. Jos. Freschi, St. Louis, Mo. Mr. & Mrs. John Ravarino, St. Louis, Mo. Mr. & Mrs. Jas. T. Williams, Minneapolis. Mr. & Mrs. G. Seminara, Boston, Mass. Mr. & Mrs. L. E. Cuneo, Connellsville, Pa. Mr. & Mrs. F. J. Tharinger, Milwaukee, Wis.

Mr. & Mrs. Felix J. Rossi, Braidwood, Ill. Mr. & Mrs. H. Constant, St. Boniface, Man. Mr. & Mrs. F. A. Motta, Joliet, Ill. Mr. & Mrs. E. Z. Vermyley, Brooklyn, N. Y. Mr. & Mrs. A. W. Quiggle, Minneapolis. Alex S. Klein, Chicago, Ill. L. S. Vagnino, St. Louis, Mo. Howard P. Mitchell, Buffalo, N. Y. J. R. Bruce, Minneapolis. Henry Mueller, Jersey City, N. J. G. Guerrisi, Lebanon, Pa. Jas. M. Hills, New York, N. Y. Miss F. E. Synder, Minneapolis. S. J. Frame, Toronto, Canada. B. R. Jacobs, Washington, D. C. H. Kirke Becker, Chicago. Geo. B. Johnson of Washburn Crosby Co.

which will enable canners and workers in the home economics field to discuss subjects of common interest. The convention will end with a general session on Friday.

F. A. Harding of the Wm. Underwood company, Watertown, Mass., is president of the National Canners association, and will preside at the general sessions Monday and Friday. At the section meetings Tuesday, Wednesday and Thursday, the presiding officers will be: apple products, B. E. Maling, Ray-Maling Co., Hillsboro, Ore. baked bean, E. R. Elwell, Burnham & Morrill Co., Portland, Me.; beet, J. E. DeMaster, Calumet-Dutch Packing Co. Brillion, Wis.; corn, H. L. Morris, Blair Canning Co., Blair, Neb.; fruit, G. B. Rollins, W. R. Roach and Co., Hart Mich.; kraut, A. A. Huppert, Frank Food Co., Franksville, Wis.; meat, Fred G. Baker, United Packers, Inc., Chicago pea, W. B. Stokely, Jr., Stokely Brothers & Co., Louisville; pumpkin, R. S. Thorne Geneva Preserving Co., Geneva, N. Y. tomato and tomato products, Ralph Kemp, Kemp Brothers Packing Co. Frankfort, Ind.

Problems conference will be directed as follows: canning, Dr. W. D. Bigelow, director of the research laboratories; raw products, C. G. Woodbury of the raw products research bureau; home economics, Miss Ruth Atwater, director of the division of home economics.

To Discuss Business Adjustment

At their annual convention to be held in Chicago the week of January 25 canners will have as their most important subject for discussion the industry's problem of adjusting production plans and methods to changing business conditions. The opening session, to which members of the distributing trades have been invited, will be devoted to this subject. The principal address will be made by Nils Olsen, chief of the bureau of agricultural economics of the U. S. Department of Agriculture, and others will participate.

At this session will be the election of officers and a report upon the progress of the national advertising campaign which was started in November.

Requests for room reservations at the Stevens hotel, headquarters for the National Canners, Canning Machinery and Supplies and the National Food Brokers associations, indicate the attendance will be as large as at previous conventions. A number of other food organizations will meet in Chicago during the week, notably the National Macaroni Manufacturers association bringing to Chicago the leaders of that industry thus promising the year's largest gathering of representatives of the food industries and trades.

Following the opening session the canners' program will be divided into meetings of various commodity sections and informal conferences for canners and growers of their crops in the nature of clinics at which experts will discuss problems of canners and growers; also an informal conference on home economics,

Plan Sectional Meetings

Macaroni manufacturers, bakers, millers and equipment makers will be given an opportunity of studying first-hand the promotional program planned by the American Association of Cereal Chemists through a series of sectional meetings scheduled for 1932, according to Dr. C. G. Harrell of the Commander-Larabee Corp., chairman of publicity for the organization.

Grain foods of all kinds will be discussed at these meetings and their processing studied by means of demonstrations and motion picture illustrations. Macaroni and noodle manufacturers within convenient reach of the various sectional meetings are cordially invited to attend. Some of the more important meetings during the winter and spring will be those of the Northwest section of the American Association of Cereal Chemists at Andrews hotel, Minneapolis the second and fourth Fridays of each month; Pioneer section at Manhattan, Kans. on March 12, 1932; the Kansas City section at Savoy hotel the first and last Wednesday of each month; the Nebraska section, the Central States section in St. Louis where spring and fall meetings are held, dates yet undecided; Niagara Frontier section at Hotel Touraine, Buffalo the second Saturday of each month; the Pacific Northwest section at Pullman, Wash. June 16-18, 1932; the Midwest section at Hamilton Club, Chicago the first Monday of each month and the New York section the first Tuesday of all months from Sept. to May.

VERTICAL HYDRAULIC MACARONI PRESSES

Operated by Direct Connected High and Low-pressure Pump

These presses are built for long life and heavy production. The Bottom Head, Hydraulic and Dough Cylinders are of Annealed Cast Steel. SMOOTH BORE BRONZE CYLINDER LININGS in the Main Hydraulic and Packing Cylinders, prolong the life of the packings indefinitely and several years usually elapse without any annoyance from leaks.

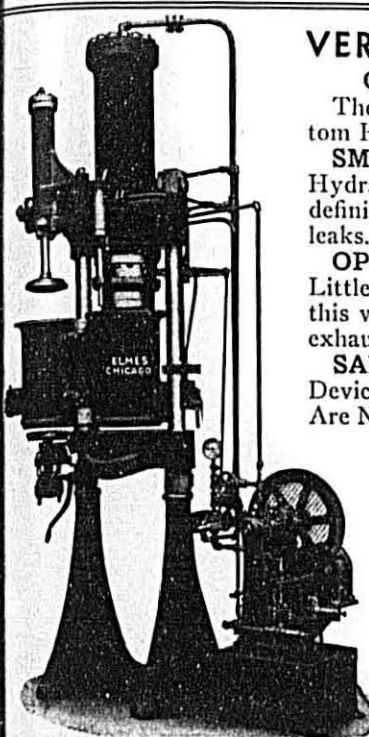
OPERATING VALVE. This valve is Balanced to Operate with Little Effort Under Full Pressure. Quick return is accomplished with this valve Without an Exhaust Valve and the Extra Piping for the exhaust.

SAFETY AND EASE OF OPERATION. An Improved Safety Device Prevents Operation of the press When The Dough Cylinders Are Not In Position.

SPEED AND POWER. The Pump is a vertical High and Low-pressure type, Controlled by an Improved By-pass Valve, which cuts out the low-pressure as predetermined and obtains Maximum Speed with Minimum Horse Power.

HEATING THE DOUGH. The most recent and popular practice, is to Heat the Dough Cylinders Electrically. Provision is made for Steam or Hot Water Heating when preferred.

NO WASTE LOADING AND SWINGING DOUGH CYLINDERS. The bottom of the Dough Cylinder is quickly sealed for loading, and the dough is prevented from sagging below the cylinder when swinging.



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

THE CAPITAL TRIO



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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS

CAPITAL FLOUR MILLS

Offices Corn Exchange Building MINNEAPOLIS, MINN.

INCORPORATED

Mills ST. PAUL, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1931-1932

FRANK L. ZEREGA (33), President		26 Front St., Brooklyn, N. Y.	
G. G. HOSKINS (32), Vice President	Libertyville, Ill.	FRANK J. THARINGER, Adviser	Milwaukee, Wis.
JOHN RAVARINO (32)	St. Louis, Mo.	HENRY D. ROSSI (33)	Braidwood, Ill.
R. B. BROWN (32)	Chicago, Ill.	L. S. VAGNINO (31)	St. Louis, Mo.
ALFONSO GIOIA (32)	Rochester, N. Y.	G. La MARCA (34)	Boston, Mass.
G. GUERRISI (33)	Lebanon, Pa.	F. A. GHIGLIONE (34)	Seattle, Wash.
		H. M. RANCK, Merchandising Manager	Indianapolis, Ind.
		W. F. VILLAUME (34)	St. Paul, Minn.
		R. V. GOLDEN (34)	Clarksburg, W. Va.
		E. E. JACOBS, Wash. Rep.	Washington, D. C.
		M. J. DONNA, Sec'y-Treas.	Braidwood, Ill.

» A NEW YEAR OF HOPE

By the National Association's Official Staff

The Old Year of 1931, perhaps the most trying period within the memory of men of this generation, is now behind us and business men generally view its passing with no deep regrets. The New Year of 1932 opens inauspiciously, but many seem to glimpse therein a sure turn for the better.

During the Old Year of 1931 business was plunged into the deepest pool of depression, unparalleled crime prevailed, principally in the larger cities, untold human sufferings stalked every city, village and hamlet like grim specters, leaving in their wake, misery, woe and disappointment. Only the most courageous and the most determined successfully battled the unfavorable business tide with not the most encouraging results. Many went down to defeat either because they failed to fight consistently or to navigate with the proper caution, ignoring the unfavorable elements that prevailed throughout the whole year.

The National Macaroni Manufacturers Association also has known its difficulties during the past year but it has met its responsibilities with all the resources at its command, overcoming many of the obstacles placed in its path by outside forces who sought its downfall and by those who withheld the needed cooperation. As a result things look a little brighter for the New Year. We have all learned an invaluable lesson, and by making use of our past experiences and a better knowledge of our conditions, our limitations and our expectations, the New Year of 1932 should be a big improvement over its predecessor.

With renewed courage, increased faith in our country and in our business, more optimism, greater conservatism and more serious consideration of our respective rights, let us cooperate to turn the business tide into less troubled waters and the New Year will bring to us all that success and prosperity which the official staff of the National Macaroni Manufacturers association wishes all our members, fellow manufacturers and allied tradesmen.

God Give Us Men!

By Josiah Gilbert Holland

God give us men! A time like this demands
Strong minds, great hearts, true faith and ready hands;
Men whom the lust of office does not kill;
Men whom the spoils of office cannot buy;
Men who possess opinions and a will;
Men who have honor; men who will not lie;
Men who can stand before a demagogue
And dam his treacherous flatteries without winking;
Tall men, sun-crowned, who live above the fog
In public duty, and in private thinking;
For while the rabble with their thumbworn creeds,
Their large profession, and their little deeds
Mingle in selfish strife, lo! Freedom weeps,
Wrong rules the land, and waiting Justice sleeps.

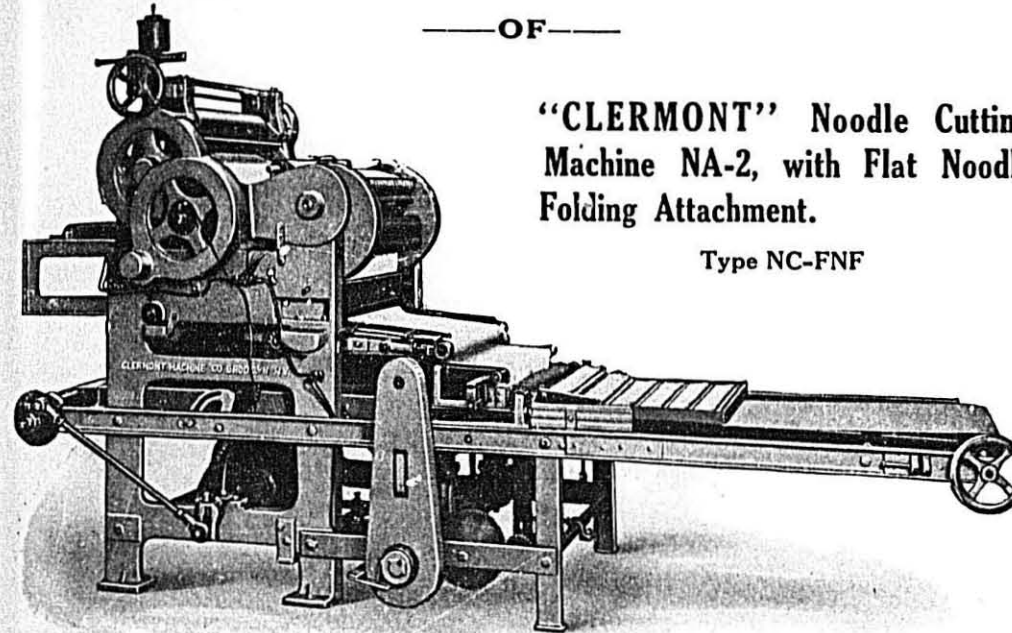


THE LATEST TYPE

—OF—

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

Type NC-FNF

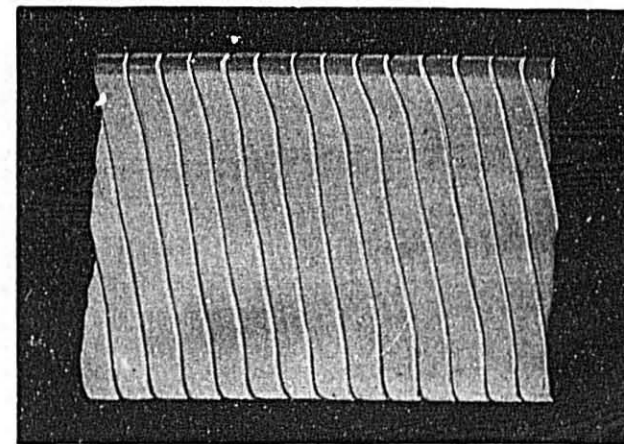


THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

Suitable
for
Bulk
Trade



Suitable
for
Package
Trade

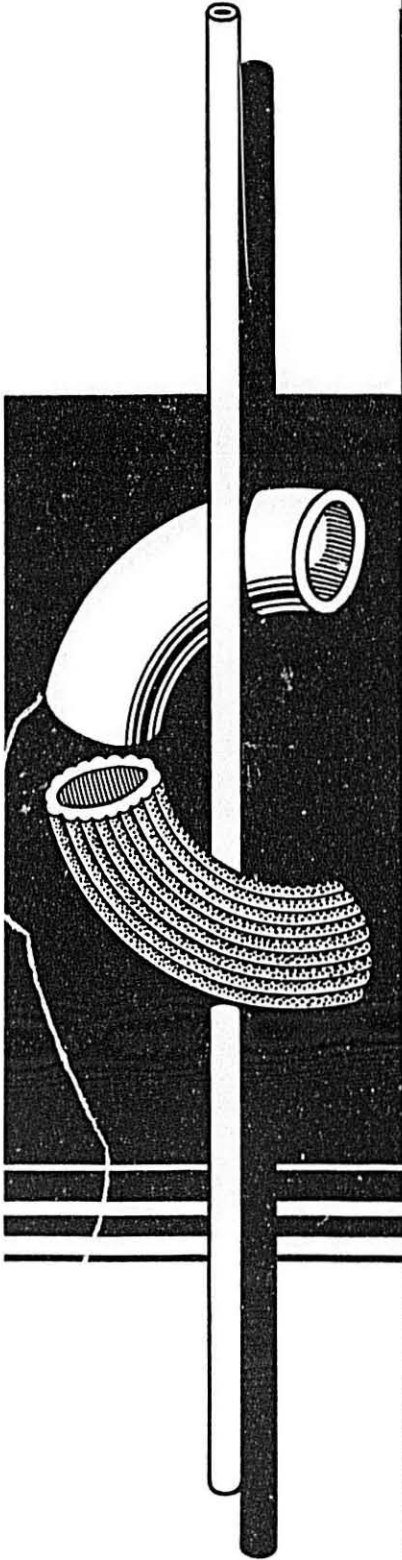
The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers	Triplex Calibrating Dough Breakers
Noodle Cutting Machines	Fancy Stamping for Bologna Style
Mostoccioli Cutters	Square Noodle Flake Machines
Egg-Barley 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.



Sometimes
a penny saved
is a penny wasted

UNDoubtedly we could make good semolina if we bought good durum instead of the *finest* durum. Perhaps we could save a few cents here and there in the milling and testing. But we believe in the long run this money would be wasted. For the only way macaroni manufacturers can produce permanent increases in macaroni consumption is to back up their advertising with the highest quality they are able to produce. The only way they can produce this quality is through the use of the finest semolina.

Pillsbury believes that a few extra cents put into the cost of semolina will bring back rich returns in increased public consumption of macaroni products. Therefore Pillsbury's Semolina and Durum Fancy Patent is just as good as the finest durum and the most careful milling can make it. It is doing its part every day in building business and cutting production costs for macaroni manufacturers.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

Pillsbury's
Semolina