

**THE  
MACARONI  
JOURNAL**

**Volume XIV  
Number 4**

**August 15, 1932**

# The Macaroni Journal



Minneapolis, Minn.

August 15, 1932

Vol. XIV No. 4

## UPS and DOWNS

Actions suggested by the National Association's educational campaign:

"UP" the Quality of your goods and create additional good will.

"UP" reasonable prices, fair to manufacturer, distributor and consumer.

"UP" the quantity of profitably-sold macaroni products.

"DOWN" the pressure-demand for cheap goods.

"DOWN" the uneconomic, profit-robbing 5c. Package.

"DOWN" all price wars, none ever paid.

Acting promptly and determinedly on these suggestions you will help "UP" the trade's welfare and "DOWN" trade practices that have retarded recovery.

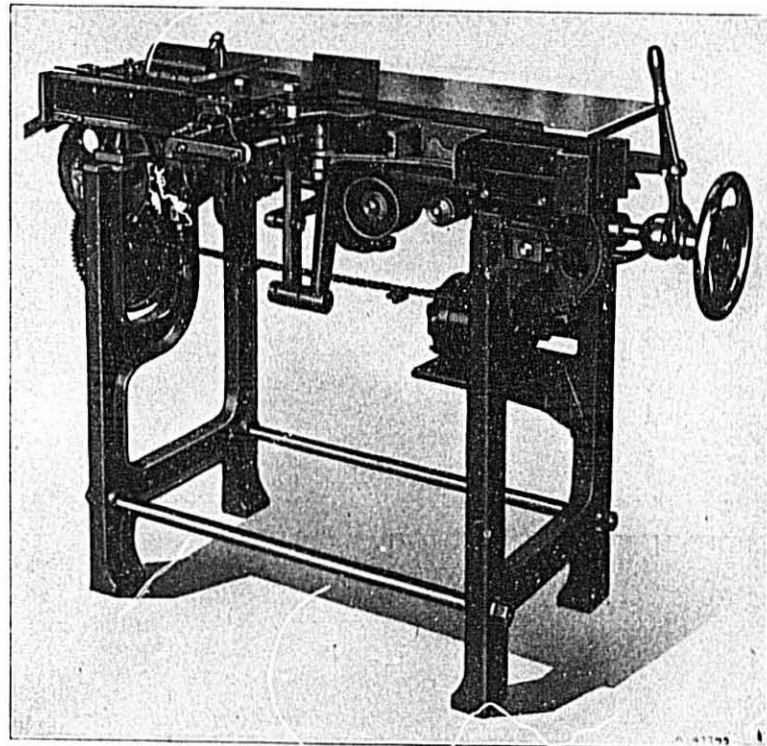
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The new Peters Junior Series Carton Folding & Closing Machine will effect real economy in your packaging department. This machine, when used in conjunction with the Peters Junior Forming & Lining Machine, makes a complete unit that handles various size packages with ease, speed and economy.

The Peters Junior Folding & Closing Machine has an average production of 35 to 40 cartons per minute, and will save the labor of four girls working by hand.

Priced at one-third the cost of standard models, this sturdy efficient machine requires only a small initial investment which is soon repaid by savings effected.

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GENERAL OFFICE AND FACTORY

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« TERSE »  
BUSINESS TALKS



### *Care Multiplied by 2--Or Peace*

Says The Energy Trio . . .

Business, for the most of us, is a thing of more or less cares and worries and anxieties. A great many business men go home at night tired out.

"Do you know what I long for more than for anything else?" a prominent business man asked me recently. "It is for peace, just simple peace, outside of business hours. I can get away with the day's struggles and I can do it day after day, if I have peace at home while I'm there."

That man is longing in vain, however, because, when he goes home, it is to be met with a string of problems scarcely less vexing than those he has been handling all day.

His wife would say, and probably does say, "I've been struggling all day with these problems and I think it is up to you to help me with them when you come home. They are just as much yours as they are mine."

Technically, the wife is right. The problems of the home are a part of the husband's concern, but it might equally well be said that the problems of the business are also his wife's concern.

The wife needs rest from the day's problems when evening comes, just as the husband needs it. If both get it in the form of amusement or recreation or domestic tranquillity with book or radio, both will be fit to face the next day's trials. If, instead of rest, the evening is for each a continuation of the irritations of the day, multiplied by 2, wear and tear of body and mind continue. There is no peace to help restore the day's loss.

A man cannot mount to the heights in his work if there is no peace awaiting him at home. The wife must consider whether it is worth the price he pays to insist that her husband must leave his worries at his office while she brings hers to him when he comes home.



## Utterly Dependable

**T**O ACHIEVE absolute uniformity day after day—standardize on Two Star Semolina.

Two Star Semolina gives perfect uniformity in color, strength and flavor, because Two Star Semolina itself is always uniform.

Two Star Semolina is double checked for uniformity.

To begin with, only the finest Durum Wheat, pretested in our testing mills, is used in milling Two Star Semolina. Our immense storage facilities enable us to buy the pick of the durum crop, and have an adequate supply on hand at all times.

Then, almost hourly throughout the milling process, an exacting check is made 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

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## Our Macaroni Amendment Will Improve Federal Pure Food Law

Rarely has the macaroni manufacturing industry of this country sought relief through Federal legislation and one of those rare suggestions died in committee with the adjournment of Congress last month. Whether or not favorable legislation of the nature sought will ever be accorded will depend greatly on the attitude of the manufacturers concerned.

What is popularly known to the trade and in Congress as the Macaroni Amendment was proposed by the National Macaroni Manufacturers Association with the approval of Federal officials who recognized the need of such enabling legislation to fully and properly protect consumers from the flood of inferior products being offered at ridiculous prices. It proposed to amend the Federal Pure Food Law to give the Secretary of Agriculture a right to establish a quality grade for macaroni products and to compel all subgrades to be plainly labeled, similar to the provisions of the famous Canners amendment that has been so satisfactorily enforced with general beneficial results to consumers of canned foods.

The Macaroni Amendment failed to pass the recent session of Congress for two prime reasons—lack of united support on the part of the industry it aimed to help and the economy program instituted by the government. After approving the amendment and having helped draft it, government officers found it necessary to stifle all proposals that would add to the cost of enforcing the pure food laws under the present un-economic business conditions.

Despite the changed attitude of officials, the Macaroni Amendment might have received favorable action but for the opposition of some manufacturers who stood to profit greatly from the elimination of low grade competition with their quality products. That such opposition was due to a lack of understanding of the aims and purposes of the industry's proposal was immaterial. It served its purpose: it provided Congress with the excuse it wanted and the Macaroni Amendment died in committee.

The Macaroni Amendment is as simple as it is necessary. It merely seeks to authorize the Secretary of Agriculture to promulgate certain standards of quality for macaroni products after consultation with the macaroni men themselves, and then to require all manufacturers of substandard products to

label their goods as being below the government requirements. The proposed amendment avoids all references to kind of raw material used, whether semolina, farina or flour. It would concern only the quality of the finished product from the standpoint of fitness for human consumption.

How the Macaroni Amendment would favorably affect the price of quality macaroni is indicated in a recent release by the Federal Government concerning labels on canned foods, and from which we quote in substantiation of our stand that a similar amendment would prove most beneficial to macaroni manufacturers:

"Uncle Sam has taken another step toward making it easier for the housewife to get the most for her money when she buys canned foods.

"During the last year, purchasers have seen a new wording printed in boldface type upon labels of some canned peas, peaches, pears, tomatoes, cherries and apricots. That legend, 'Below U. S. Standard, Low Quality But Not Illegal,' has appeared upon the labels of the canned foods mentioned which fall below official standards of quality set up by the Secretary of Agriculture.

"After Aug. 23, 1932 there are going to be some changes in this labeling on substandard goods. The substandard legend now in effect—'Below U. S. Standard, Low Quality But Not Illegal,' has not been changed so far as substandard canned vegetables are concerned. Substandard canned fruits, however, will be labeled 'Below U. S. Standard, Good Food, Not High Grade.'

"Under the new regulation the housewife is further protected against buying slack filled cans. In case the contents fall below the standard of fill, the goods must be labeled with the statement 'Below U. S. Standard, Slack Filled.' This regulation goes into effect August 23.

"The presence of the statement declaring canned foods to be of substandard quality is not interpreted by officials of the Department of Agriculture as stigmatizing the foods. Department officials do believe, however, that a substandard article should sell for a lower price than goods which are of a higher quality."

## Macaroni Educational Section

By B. R. Jacobs, Washington Representative

Most of the work of the Washington office throughout the past month has been in connection with the misbranding of macaroni products. Twenty-three samples were submitted for examination by member manufacturers. Most of these were artificially colored noodles, others were misbranded in that they were plain noodles but the labels bore statements regarding the egg content of the product. The practice of declaring the egg content of plain noodles is becoming so prevalent among macaroni manufacturers that an interview was had with officials of the Department of Agriculture and a letter was addressed to the department on this subject.

Products labeled "Plain Noodles Made With Eggs" and similar labels referring to the egg content are misbranded under the Federal Food and Drugs Act. It is held by the Department of Agriculture that any macaroni containing less than 5.5% of egg solids is not a noodle nor an egg macaroni product. "Noodles" and "Egg Noodles" are synonymous terms. Both must contain a minimum of 5.5% of egg solids. The proper designation for products that are made in the form of noodles and contain less than 5.5% of egg solids is "Water Noodles." The standards do not provide for a product "Plain Noodles." The word "Plain," it is held by the Department of Agriculture, does not convey to the consumer the idea that the product is deficient in eggs, particularly when the label bears a statement in bold type referring to the presence of eggs.

"Plain Noodles" are considered a substandard product and as such no reference should be made to the presence of eggs. It is my belief that if manufacturers continue to declare the egg content of this substandard product on their labels that the Department of Agriculture will require a more literal interpretation of the standards.

This particular kind of violation of the food law is not confined to any particular locality but is widespread throughout the country. However there is a section of the middle west in and around Chicago where some manufacturers are making 2 kinds of products, both bearing identically the same label, except that in one the word "Egg" is substituted by the word "Plain." In every other particular the labels are identical. Both declare that the product is made from egg yolks and durum flour. Both are put up in the same type cellophane package and both are put up under identically the same brand. It would be very difficult for the ordinary consumer to not be deceived in the purchase of these products, and in the substitution by the retailer of the cheaper for the better article.

Another practice that is becoming widespread is the use of such terms as

"Made of 100% Durum Semolina," "Made from Pure Amber Durum Semolina the Highest Quality from Which Macaroni is Made." These and similar statements concerning the character of the product are in absolute violation of the law unless the macaroni product is made from these raw materials.

Under the standards semolina is defined as the purified middlings of durum wheat. Purified middlings are also defined as follows: "Purified Middlings is the clean, sound granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm retained on 10 XX silk bolting cloth. It contains no more flour than is consistent with commercial practice, nor more than 15% of moisture." The Department of Agriculture has not defined or standardized grades of semolina but the trade understands that no semolina may contain more than 3% of flour, and that when it does it becomes a mixture of semolina and flour. It is also understood in the trade that semolina No. 1 may not contain more than 1% of flour. The relative granulation, and the amount of product remaining on sieves after sifting, is a matter that has been left very largely to the individual buyers; usually, however, No. 1 semolina will have about 50% remaining on a 40 mesh sieve and the balance, except for about 1%, remaining on an 80 mesh sieve. Semolina No. 3 usually will have around 10% remaining on a 40 mesh sieve and the balance, except for 2% or 3% of flour, about equally divided on an 80 mesh and 100 mesh sieve.

Amber durum semolina, although not officially standardized is accepted by the macaroni trade as being the product made from amber durum wheat.

The Department of Agriculture has standardized durum wheats and has divided durums into 3 subclasses: (A) Amber Durum, (B) Durum and (C) Red Durum. Amber Durum includes wheat of the class durum consisting of 75% or more of hard vitreous kernels. This subclass should not include more than 10% of wheat of the variety red durum. Durum wheat includes wheat of the class durum consisting of less than 75% of hard vitreous kernels of amber color. This subclass should not include more than 10% of wheat of the variety red durum.

Under the present definitions a purified middling made from Red Durum may be designated as "Semolina" so that the term "Semolina" may be considered as meaningless so far as the quality that it may impart to macaroni is concerned.

In formulating the federal specifications for macaroni products these facts were taken into consideration and efforts were made to include certain minimum requirements on the chemical composi-

tion of the products, semolina, farina and flour. From numerous analyses made in the Washington laboratories it has been found that amber semolina No. 1 does not exceed 65 hundredths of 1% of ash; farina No. 1 does not exceed 45 hundredths of 1% of ash and "straight grade" flour made from hard wheats other than durum does not exceed 52 hundredths of 1% ash. We have therefore made a start in defining more specifically these raw materials. Our standards for macaroni products will be very materially improved when we have standardized more definitely the raw materials from which they are made. This will have to be done in the near future, particularly if the macaroni industry gets standards of quality for its own products and is dependent on accurate definitions of the raw materials in order to properly label their macaroni products. The Washington office has accumulated a large amount of data on this subject and this will be made available when the opportunity arrives for standardizing the raw materials that we use in making our macaroni products.

The letter from the United States Department of Agriculture referred to above follows:  
UNITED STATES DEPARTMENT OF AGRICULTURE  
FOOD AND DRUG ADMINISTRATION  
WASHINGTON, D. C.

August 3, 1932.  
Mr. B. R. Jacobs, Washington Representative,  
National Macaroni Manufacturers Association,  
2026 Eye Street, N. W.,  
Washington, D. C.

Dear Sir:  
Reference is made to your letter of July 16. The samples of alimentary paste referred to therein were received.

Your first question relates to the propriety of mentioning on the label of plain noodles the presence of egg yolks when they have been added to the extent of 3% only. Such a product, is, of course, not entitled to the name "egg noodles" or "noodles." Even though such an article be distinctly labeled "plain noodles" the additional statement "made with egg yolks" is, in our opinion, misleading and therefore in violation of the Federal food and drugs act if shipped within its jurisdiction, because it may readily imply to many purchasers the presence of egg in the amount called for in egg noodles. The word "plain" does not, we believe, suffice to correct this misleading impression.

Your second question relates to the use of such label statements as "made of 100% durum wheat semolina" and "a durum semolina product" on macaroni which is in fact made of a mixture of farina and flour, in the first case, and mostly "clear" grade of durum flour with some semolina, in the second case. Such misuse of terms, of course, constitutes misbranding, as does also the use of the statements "made from amber durum semolina" and "made from durum wheat the only product from which high grade macaroni is made" in those instances where the articles are in fact made from farinas and flours of good quality but made from wheat other than durum.

Very truly yours,  
(Signed) L. D. Elliott, Acting Chief,  
Interstate Supervision.

August 15, 1932

THE MACARONI JOURNAL

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## That Interesting, Nutritious Macaroni Family

By ANN WELCOME  
Home Economics Editor of Call-Bulletin, San Francisco

Well, well, here they come—the Macaroni Family, with all the kinfolks. What a variety!—long fellows and short ones, fat ones and lean, tall and thin, round and angular, big and small, regular and irregular, egg and eggless. Did we say all? For the average one of us has no idea of how many forms there are of macaroni—one hundred or more bound together by good family ties of the best "semolina," a meal from hard glutinous wheat, the kind that is known as "durum."

They vary in shape and name as much as the human family does—from lasagnes, short, flat pieces from one to two inches wide—cut out, to fidellini, the skinniest of vermicelli, and in between—plain and twisted, long and short, stars, crescents, dots, little animal shapes, alphabet letters and so on.

The drying—accomplished in Italy out of doors; in this country in heated drying rooms, and the finer the conditions the better the product. The best of factories are supplied with continually changing washed and filtered air.

In Italy colored pastes are popular, the most used tints—yellow, red and green—being produced by eggs, beet juice and spinach juice.

And if you want a treat inspect the family tree, for the macaroni family dates back through a long line of ancestors. It is said that China was really the birthplace, with the Germans giving them their European introduction. But it took Italy to really appreciate the group and take them under her wing. The Japanese lay claim to macaroni's origin, they do say, but their product was made of rice instead of wheat.

### Noble Lineage

And if you'd know whether or not the products you use are of a noble lineage observe these things; if made of fresh durum wheat semolina the raw pastes are of slightly golden color and translucent. A quick test is to break a piece—the fracture should be horny and ragged, not starchy. But the actual proof lies in the cooking. If it becomes mushy or sticky, losing its shape despite correct and careful cooking, it is of poor quality, made from the wrong variety of wheat.

Of course the way you cook it means much—boiling salted water and kept boiling. The water must be kept fully boiling for from 20 to 30 minutes until the paste is tender, though the best method is to follow directions on the package. When done, dress well. Every piece should be tender but whole and separate—not resembling paper hanger's paste.

A course we like the macaroni fam-

ily because of its fine flavor, but did you know that it possesses materials by way of muscle building, for giving energy and heat and valuable minerals—and inexpensive, too? And it's a whole family treat—for toothless grandpop and 2-toothed Johnny alike.

### Cheese Sauce

Most folk dress macaroni up with a cheese sauce which is good, but I recall the white pan my grandmother used to bake it in. How we loved her style—alternate layers of cooked macaroni and slices of cheese, salt, pepper, with milk poured over all, then cheese, crushed crackers and dots of butter to finish off. A medium oven for one half hour—and is it good!

And then there's baked macaroni with oysters—alternate layers of macaroni, white sauce and oysters. Bread crumbs atop, baked till the crumbs are brown. That takes the curse off of Friday.

Macaroni salad is a treat for luncheon warm days—and picnics. And into it one can put most everything but the kitchen sink. Cooked chilled macaroni, chopped pimento and green peppers, onions, sliced cucumber pickles, ripe or green olives, fresh tomatoes, hard cooked eggs, celery and cream cheese—some or all—bound together with mayonnaise and served very cold.

As for spaghetti, a rich tomato sauce with an Italian flare is a supreme favorite, but don't let it prejudice you for there are seeds of dishes possible with this product.

And noodles—when I recall the painstaking work of my aunts making noodles, do I give a sigh for the old days when we can buy 'em as grand as they are?

Three favorites have I beyond the time honored noodles and chicken: Noodle ring with creamed tuna and peas, Spanish casserole, and this:

### Noodle Pudding

Cook one 8 oz. package of wide noodles. Mix with 2 tablespoons butter or cream, add 1 well beaten egg, ½ cup chopped nutmeats, ½ cup raisins, ½ cup sugar, salt, ½ teaspoon cinnamon, 2 cups milk. Bake at 325 degrees till the custard is cooked. Serve with cream. Sometimes I add sliced raw apples. This is more than good.

### Cheap Foods Will Spur Buying

Macaroni prices are now below the 1913 average and therefore are within the range which Frederick E. Croxton, professor of statistics at Columbia University, New York city asserts must be

reached by all foods and other products before business can show a hopeful rise. "Business cannot be good until people buy more freely and to offset reduced incomes there must be corresponding decreases in the price of all commodities.

"Retail prices of these commodities were only 1.3% more in May 1932 than in 1913," Prof. Croxton points out. "The consumers' dollar will buy more of some kinds of food today than it did in 1913.

"In the earlier year a dollar bought a little over 2½ lbs. of butter; now it will buy nearly 4 lbs. In 1913 one could get 6¼ lbs. of lard for a dollar; at the present time 12 lbs. of lard may be had for the same price.

"Today's dollar will buy more eggs. A dollar in 1913 bought 35 eggs; now it will buy about 59. The dollar of the present will also buy more plate beef, pork chops, sliced bacon, flour, rice and sugar than in 1913.

### 1913, Average Price Basis

"There are still several food items the price of which are still above the 1913 level. In fact there are more items, the price of which are above the 1913 prices, than there are items the prices of which are lower than in 1913.

"The commodities showing prices above 1913 are sirloin and round steak, rib and chuck roast, sliced ham, leg of lamb, hens, milk, cheese, bread, corn meal, potatoes, tea and coffee."

### Are We Dumb?

A Canadian editor sojourning in Florida tells wonderingly of buying 3 dozen oranges for a quarter, tangerines at a nickel a dozen and grapefruit at 10¢ a dozen, with citrus fruit so plentiful that thousands of tons will rot on the ground for lack of a market. In the north, "millions of people will deny themselves a morning glass of orange juice because the price is too high."

The Toronto Star tells of farmers in Canada lacking money and forced to barter, who are asked to give 10 bags of potatoes for one bag of flour, 70 bags of potatoes for one bag of sugar, and 4 dozen eggs for one pound of tea.

Farmers in Canada or the states who have more wheat than they know what to do with have similar difficulty about exchanging it for other necessities.

A glut of fruit, a glut of potatoes, a glut of wheat, a glut of sugar, and above all a glut of labor, with transportation and industrial systems that boast themselves the best in the world—and it is seemingly impossible to even things up and make life tolerable for all by simply exchanging the various kinds of surplus for each other.

So much of everything that we cannot pass it around. A national horn of plenty turned wrong end to, with the contents jammed in the little end. The most intelligent part of mankind in the most enlightened era of civilization—and look at us! Are we really so dumb as we look?

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### Noble Lineage

And if you'd know whether or not the products you use are of a noble lineage observe these things; if made of fresh durum wheat semolina the raw pastes are of slightly golden color and translucent. A quick test is to break a piece—the fracture should be horny and ragged, not starchy. But the actual proof lies in the cooking; if it becomes mushy or sticky, losing its shape despite correct and careful cooking, it is of poor quality, made from the wrong variety of wheat.

Of course the way you cook it means much—boiling salted water and kept boiling. The water must be kept fully boiling for from 20 to 30 minutes until the paste is tender, though the best method is to follow directions on the package. When done, dress well. Every piece should be tender but whole and separate—not resembling paper hanger's paste.

A course we like the macaroni fam-

ily because of its fine flavor, but did you know that it possesses materials by way of muscle building, for giving energy and heat and valuable minerals—and inexpensive, too? And it's a whole family treat—for toothless grandpops and 2-toothed Johnny alike.

### Cheese Sauce

Most folk dress macaroni up with a cheese sauce which is good, but I recall the white pan my grandmother used to bake it in. How we loved her style—alternate layers of cooked macaroni and slices of cheese, salt, pepper, with milk poured over all, then cheese, crushed crackers and dots of butter to finish off. A medium oven for one half hour—and is it good!

And then there's baked macaroni with oysters—alternate layers of macaroni, white sauce and oysters. Bread crumbs atop, baked till the crumbs are brown. That takes the curse off of Friday.

Macaroni salad is a treat for luncheon warm days—and picnics. And into it one can put most everything but the kitchen sink. Cooked chilled macaroni, chopped pimento and green peppers, onions, sliced cucumber pickles, ripe or green olives, fresh tomatoes, hard cooked eggs, celery and cream cheese—some or all—bound together with mayonnaise and served very cold.

As for spaghetti, a rich tomato sauce with an Italian flare is a supreme favorite, but don't let it prejudice you for there are scads of dishes possible with this product.

And noodles—when I recall the painstaking work of my aunts making noodles, do I give a sigh for the old days when we can buy 'em as grand as they are?

Three favorites have I beyond the time honored noodles and chicken: Noodle ring with creamed tuna and peas, Spanish casserole, and this:

### Noodle Pudding

Cook one 8 oz. package of wide noodles. Mix with 2 tablespoons butter or cream, add 1 well beaten egg, ½ cup chopped nutmeats, ½ cup raisins, ½ cup sugar, salt, ½ teaspoon cinnamon, 2 cups milk. Bake at 325 degrees till the custard is cooked. Serve with cream. Sometimes I add sliced raw apples. This is more than good.

### Cheap Foods Will Spur Buying

Macaroni prices are now below the 1913 average and therefore are within the range which Frederick E. Croxton, professor of statistics at Columbia University, New York city asserts must be

reached by all foods and other products before business can show a hopeful rise.

"Business cannot be good until people buy more freely and to offset reduced incomes there must be corresponding decreases in the price of all commodities.

"Retail prices of these commodities were only 1.3% more in May 1932 than in 1913," Prof. Croxton points out. "The consumers' dollar will buy more of some kinds of food today than it did in 1913.

"In the earlier year a dollar bought a little over 2½ lbs. of butter; now it will buy nearly 4 lbs. In 1913 one could get 6½ lbs. of lard for a dollar; at the present time 12 lbs. of lard may be had for the same price.

"Today's dollar will buy more eggs. A dollar in 1913 bought 35 eggs; now it will buy about 59. The dollar of the present will also buy more plate beef, pork chops, sliced bacon, flour, rice and sugar than in 1913.

### 1913, Average Price Basis

"There are still several food items the price of which are still above the 1913 level. In fact there are more items, the price of which are above the 1913 prices, than there are items the prices of which are lower than in 1913.

"The commodities showing prices above 1913 are sirloin and round steak, rib and chuck roast, sliced ham, leg of lamb, hens, milk, cheese, bread, corn meal, potatoes, tea and coffee."

### Are We Dumb?

A Canadian editor sojourning in Florida tells wonderingly of buying 3 dozen oranges for a quarter, tangerines at a nickel a dozen and grapefruit at 10c a dozen, with citrus fruit so plentiful that thousands of tons will rot on the ground for lack of a market. In the north, "millions of people will deny themselves a morning glass of orange juice because the price is too high."

The Toronto Star tells of farmers in Canada lacking money and forced to barter, who are asked to give 10 bags of potatoes for one bag of flour, 70 bags of potatoes for one bag of sugar, and 4 dozen eggs for one pound of tea.

Farmers in Canada or the states who have more wheat than they know what to do with have similar difficulty about exchanging it for other necessities.

A glut of fruit, a glut of potatoes, a glut of wheat, a glut of sugar, and above all a glut of labor, with transportation and industrial systems that boast themselves the best in the world—and it is seemingly impossible to even things up and make life tolerable for all by simply exchanging the various kinds of surplus for each other.

So much of everything that we cannot pass it around. A national horn of plenty turned wrong end to, with the contents jammed in the little end. The most intelligent part of mankind in the most enlightened era of civilization—and look at us! Are we really so dumb as we look?

# We Make Our Own Prosperity

By Paul S. Willis

President Associated Grocery Manufacturers of America

With the best possible medical treatment applied while we have our health and strength nearly every disease can be quickly cured, relatively speaking.

Whereas, if we sit back and wait for nature to take its course we may be so far gone when favorable conditions develop that many who might otherwise live long healthy years may pass on to a new and, it is told, better world.

Isn't this depression a disease of business—a plague which threatens us all? Isn't it man-made by the creation of unsound conditions and practices, and is not each individual business in a position where its health, in this case its soundness and prosperity, can be materially and quickly improved by the application of sound treatment applied at the right time with skill, experience and courage?

When an infectious plague threatens a nation or a community, if the infecting bacterium is one which the medical profession knows how to combat, there are certain of our citizens who become inoculated, develop the disease in a mild form, quickly recover, and having developed an immunity to the disease, travel safely through the plague. There are others of our citizens who wait until the disease infects them and then they are given an antitoxin which, while no preventative, alleviates the seriousness of the illness and in most cases brings about a speedy recovery. The balance of the people take their chances and those who may become infected develop the most serious illness, lasting the longest period of time, leaving the surviving patients in a weak and exhausted condition upon recovery.

Now in offering you this simile of our personal and business ills, I ask you to bear in mind that in business we are all competitive, that is one merchant competes against another, and it is a case of survival of the fittest.

How can the merchant who in his apathy in management and neglect of his business and coming out of the depression in exhausted condition, that is with capital and trade lost, hope to compete against the merchant who recovered months previously and has a long head start in the battle for consumer favor?

As I have indicated there are 3 stages in the medical treatment applied in the personal case illustrated above. So are there 3 stages in the treatment of business during a depression.

The first, which might be called an immunity treatment the time of which is past in our present depression, called for the rapid adjustment of each individual business to meet new conditions. In this case it demanded new-found economies, new efficiency in service and swift adaptation to the merchandising trends of the times from a standpoint of catering to the natural desires and needs of one's customers.

It is with the second phase or treatment of the run of the plague, in the

instance of a business depression, which I wish to emphasize at this time, and may I say that the time has come for those progressive merchants who wish to speed the return of their own prosperity, to act.

A turning point has come in our depression. It awaits your recognition and your action with courage and vision.

I do not mean necessarily to suggest that our country is now on the road back to prosperity, although indications are that this fall will bring with it increased



Paul S. Willis

purchasing power, better profits for industry and an improvement in the employment situation.

Now, whereas a prompt general business revival may not be possible "just around the corner" there are certain changes which we know have come to us definitely, and which if injected into our business blood, and become a part of the basis of our operating policies, will bring into our business at once a noticeable improvement.

The first of these changes affects our prices and therefore distinctly our profits!

For 3 years uneconomic prices have increased in the grocery industry month by month. Loss leader merchandising has increased until today a larger percentage of the total volume of each merchant is sold at a larger loss than ever before. There is now an absurdly small remain-

This outstanding leader of the Grocery Group probably had in mind the Macaroni Association's campaign against the uneconomic 5c Macaroni Package, the loss leader folly and the low grade offerings when he addressed the New York State Association of Retail Grocers last month. No better or stronger argument could be presented in support of the Macaroni Association's campaign and we welcome this helpful contribution to a good cause.

—The Editor.

ing portion of the volume of each merchant on which these losses must be offset and a net profit be made.

Now here is the good news which I bring to you!

This uneconomic price policy is today being modified—loss leader merchandising will gradually lessen as a practice—average prices will increase slowly but surely until we approach that millennium as which point each brand pays its own way as it travels through the channels of distribution.

In my opinion—

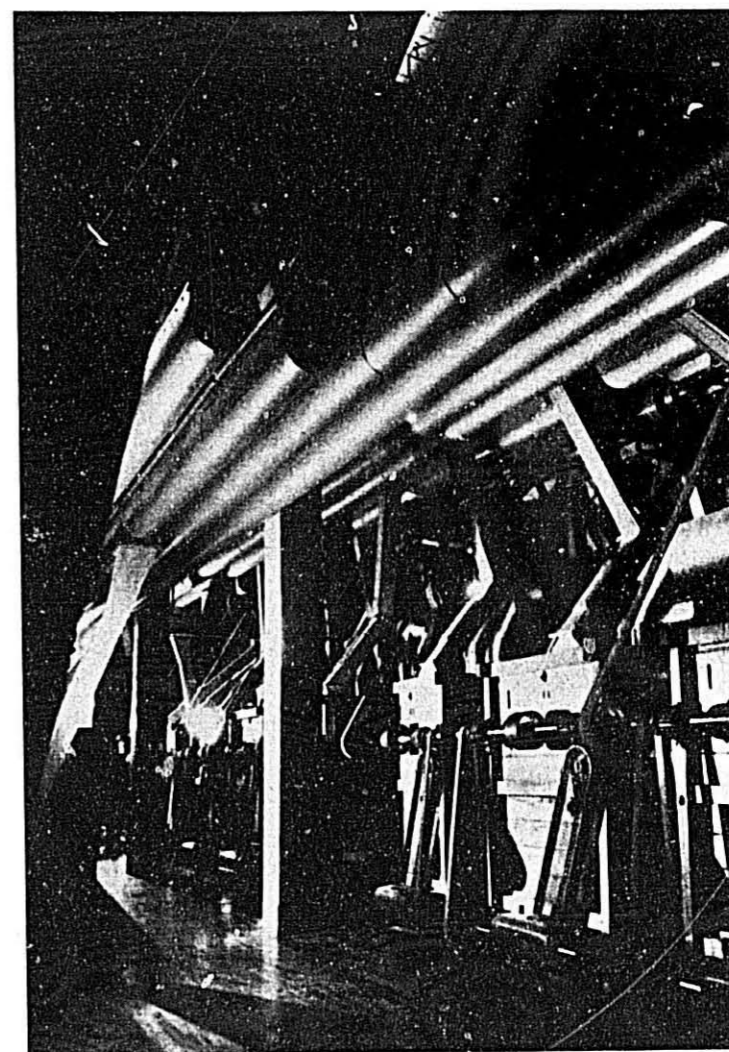
- (A) People have been so surrounded by low prices that they no longer believe that "specials" are greater than ordinary bargains prevailing at regular low prices at any economical store.
- (B) People have found that much of the "price" merchandise offered was inferior in quality, consequently "price" alone has lost its appeal; value—and quality are necessary to draw trade.
- (C) The purchasing power of the people has been so reduced again this year that people husband their cash, and buy only for the daily needs. They will not buy 3 packages today when one package is enough for ordinary needs. They will not stock up the home as formerly.

Every sound, thinking manufacturer has recognized that the profits derived by the distributor in the sale of the manufacturer's brands was just as much the concern of the manufacturer as that of the distributor, although the matter of resale pricing is out of our hands.

Now Mr. Retailer, you must accept your share of responsibility in the final and maximum success of this movement. Remember it is an opportunity given to you to improve your profits.

1. Do not blindly "follow the leader." Do not be an imitator. Run your own business. Do not contribute to the establishment of faulty trade practices simply because someone else is doing it.
2. Do not change commodities and brands which are now profitable into loss leaders. Do not further reduce the price on present loss leaders.
3. Do not buy merchandise solely because it is priced low. Safeguard your quality. Buy at the lowest price but buy "up to strict quality specifications."
4. Feature and merchandise quality articles. This will help you to maintain your dollar volume.
5. Know your competitors and do not get into uneconomic price wars with them. It does not pay and it is not necessary.

The second change, bringing with it a new opportunity if you are shrewd



## Twice as many purifiers!

**N**EW uniformity of color... precise control of strength and taste... these are the benefits to you of the precision milling of Semolina now made possible by the great new Gold Medal Semolina mill.

Twice the customary number of purifiers assures freedom from specks... only one instance of what Gold Medal is doing in this new mill to produce the finest of Semolina.

Rigid milling control, following careful selection of the finest amber

durum wheat, is in turn followed by the Gold Medal "Press-test." This consists of making parts of every batch into macaroni, under normal working conditions. Only those batches which check 100% for color, strength, and taste are permitted to reach your shop.

This enables you to eliminate all the losses caused by variation in Semolina—it means a new superiority, a new uniformity in color, strength, and taste of the macaroni you produce. It means the sale of more macaroni and more profits from it.



# Gold Medal Semolina

"Press-tested"

enough to seize it, concerns quality merchandise versus inferior merchandise.

As you know, as the craze of volume grew, as more and more merchants tried to sell goods cheaper than their neighbors, believing perhaps that they were anticipating the trends of the times, great pressure was applied upon manufacturers to produce cheaper and cheaper, not alone groceries but other commodities as well.

Not "how good", not "how much value", but instead, "how cheap" became the battle cry of merchants.

Consequently the markets were flooded with inferior goods and today the public has become conscious of the fact that ridiculously low prices mean poor values rather than bargains.

The time has come, therefore, to feature quality foods—to undo any impression your customers may have been given, perhaps unconsciously, that you too had distributed inferior products.

What an opportunity is given you progressive merchants to cater to this demand.

For, remember that there is little profit in cheap merchandise whereas quality brands are profitable to sell. Inferior foods kill consumption. Quality foods are trade builders.

Quality foods increase your dollar volume. Selling low price inferior merchandise lessens your dollar sales and increases thereby your percentage of costs.

#### Uses and Wastes of Dealer Helps

Four pounds of incoming circulars from manufacturers classified by the merchants as "direct mail advertising material neither read nor saved for reference" were received each week by the typical retail hardware store answering this question in the Commerce Department's survey of hardware distribution in the Gulf Southwest.

The typical stores in towns of less than 50,000 people reported receiving 5 lbs. per week, while the typical neighborhood store reported only 2 pounds, probably, the report states, because it purchased mainly from jobbers and did not appear on as many manufacturers' mailing lists.

Approximately 20 lbs. of useless sales promotion material (for distribution to consumers) "not usable, not requested by dealer nor applying to lines not handled" was estimated to have been received in a 6 month period by the typical merchant answering this phase of the inquiry. This was usually bundles of circulars applying to lines of items not carried, and often imprinted with the dealer's name, preventing salvage. More than 50 of the 477 stores visited mentioned receiving supplies of circulars or other dealer helps for lines of goods not carried at all. The practice of sending useless material to hardware retailers was reported most prevalent among manufacturers of paint, automobile accessories, electrical appliances and radio, with sport goods, stoves, washing machines and novelties also being mentioned.

Several merchants suggested that manufacturers adopt the procedure so often advocated in the trade press of sending a return postcard with the first mailing of any series; they declared that it was seldom practiced. The poor quality of mailing lists used by some concerns was remarked upon by the dealers. One received duplicate circulars at his store address and home address from half a dozen concerns who apparently bought the same mailing list. Another was still receiving mail for a predecessor who had been dead 16 years. Apparently, the report states, too few people are aware of the mailing list correction service offered by the post office department.

#### Use of Dealer-Help Material

Favorable comment on the dealer-help material received, however, was not lacking. Some dealers used practically all of the advertising material sent, and reported that the amount received had not changed greatly in the last few years.

About one in every 5 merchants used some of the counter displays and similar devices offered him, but several very progressive merchants pointed out that the new type of open display merchandising largely removes the need for counter display devices, most of which were thrown away without even a trial. Some of the dealers kept window display sets in reserve by filing them away; this system apparently increases satisfaction and reduces waste.

Some merchants disliked having their windows dressed in a "campaign," stating that when all dealer windows are the same competitive value is lost. They preferred to use the material a few weeks later.

Stores serving a family trade achieved good results with demonstrations of stoves, washing machines, radio, etc., put on by the manufacturer representatives. Some nevertheless stated that the effectiveness of this method of sales promotion was diminishing. A system of price tags of neat and attractive appearance was declared by several dealers to be one of the most acceptable helps ever received from a manufacturer.

Stores selling specialty lines took advantage of practically every type of dealer cooperation offered. A number of stores were making successful use of outdoor billboards, direct mail material, newspaper electrotypes, demonstrations by factory agents, etc.

#### Example of Courage

One reads that Julius Rosenwald started in business at the age of 15, peddling merchandise in Springfield, Ill., at 21 had saved enough money to open a store of his own in New York city, and at 33 invested \$35,000 in the little known mail order house of Sears, Roebuck and Company.

Granting that it took a lot of marvelous characteristics to begin as a peddler at 15 and by the age of 33 have \$35,000,

one still has reason to believe that the finest trait of the lot was the courage to invest the \$35,000 in a little known mail order house.

That's admitting, too, that few men can run a peddler's pack up to \$35,000 by the time they are 33. What a merchant Mr. Rosenwald must have been, and what a character not to let the job of making money kill his finer sensibilities.

His life rebukes those who think it necessary to crush others to make money, and those who scorn the achieving of financial success, declaring it sacrifices culture.

#### Naples Macaroni Trade Prospers

Reports from Naples, Italy are that the Neapolitan macaroni and spaghetti manufacturers are very happy because their industry is flourishing.

The Italian family budget may be slashed in a dozen or more ways but the item set aside for macaroni, spaghetti and noodles stays put. Any cut in that part of the budget would mean that Italians were going hungry.

Factories in the province of Naples, says the report, supplied 176,368,000 lbs. of macaroni products for home needs in 1931, exported \$1,600,000 worth to foreign countries and shipped huge quantities to other parts of Italy.

Production depends on materials, methods and men—especially SAFE men.

#### Diary of Hard Luck Salesman

"You'll Sell 'Em If You'll See 'Em and You Won't If You Don't."

That's the admonition given the salesman of the Champion Machinery company of Joliet by its president in presenting for their enlightenment the following diary from an unknown author. It's worth passing along:

- 9:11—Looking over racing results.
- 9:46—Stopped to see show window circus put on by lady advertising hair tonic.
- 10:05—Held curbstone conference with old time acquaintance.
- 10:37—Helped 1000 other people watch messenger boy feeding pigeons.
- 11:00—Called on prospect. No luck.
- 11:02—Had measure taken for new suit.
- 11:30—Phoned my favorite Molly. Closed big deal with her for Saturday night.
- 12:18—Went to see about radio batteries.
- 12:45—Time for luncheon.
- 2:10—Joined excited posse watch man put on new tire.
- 2:31—Called on prospect. This fish is dead and buried from the eyebrows backward.
- 2:33—Watched derrick lifting steel beams. Very educational.
- 3:12—Had argument with guy stepping on my foot.
- 3:35—Called up prospect I forgot I had a date with. No luck.
- 3:49—Joined class on street watching modern methods of moving a safe.
- 4:15—Called on prospect. No luck.
- 4:17—Decided to cross street.
- 4:32—Landed safely.
- 4:41—Quit for the day. Lotta hard work. No luck.

"Many modern novels should be operated upon for gangrene approximately two thirds of the way through."—Prince George.

you  
**Command**  
 the Best When  
 you  
**Demand**  
 Commander  
 Superior  
 Semolina

YOU'D like to eliminate variations of strength and color, of course.

Here's how many macaroni manufacturers do it—insist upon Commander Superior Semolina.

Commander Superior Semolina can be depended upon. Milled under an exacting control system, the clear amber color, the high gluten content, the satisfying flavor, are always present—in every sack.

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



# Secrets of Successful Trade Marking

By Waldon Fawcett

## Trade Marks as Hostages Against Price Demoralization

Written expressly for The Macaroni Journal

Did it ever occur to you that an established trade mark may serve automatically as a counterbalance, offsetting tendencies to price demoralization? If this employment of the trade mark as a price stabilizer in time of panic never in the past appeared to you as a possibility, this recourse to the trade mark as a price supporter must be suggested by what has taken place this past year or two. Clearly the trade mark has, in favorable circumstances, proved itself, if not an absolute protector of list prices, at least a powerful deterrent to reckless price scrambling.

This painful interlude in business has been a prime time to test the trade mark in its new found role of price bracer. Because we have had for the test what might be termed a general break down of morale on prices, inspired or abetted by a public demand for low prices—low prices regardless of quality. It goes without saying that such a stampede over prices presents from the viewpoint of the macaroni marketer a situation very different from that presented in normal times by an occasional isolated price cutter who makes a "bargain" of a standard macaroni item as a bait with which to lure customers into his store.

With this last mentioned school of predatory price cutting macaroni tradesmen have had their full share of experience. And it has been anything but pleasant, sometimes. But when all is said and done the average instance of the use of a macaroni leader as a "loss leader" is restricted in its disturbance of distribution to a single city or marketing area. And the sacrifice sale for advertising purposes is apt to be short lived. The price cutter leaves one pet as soon as the bloom is off, to go to another familiar trade marked article which will serve his purpose as a come-on. Very different, as a problem for the price-steadfast producer, is the plight when numbers of nervous retailers give way to a more or less unreasoning impulse to reduce stocks or obtain ready cash regardless of what happens to standard retail prices in the process. Given such hysteria and the only hope is that something in the merchandise itself will check the flight and compel consumer and distributor alike to have pause before proceeding to price slaughter. This is where the trade mark stands revealed as a possible balance wheel for prices; provided that the mark has been well chosen, is firmly entrenched and capably administered.

In this appraisal of the lately empha-

sized worth of a dependable trade mark as an aid in holding prices, we must make it clear that we are considering a function for the trade mark distinct and different from another attribute recently examined in these columns. In the previous issue we had a look at the latter day disclosures,—all but sensational, too,—of the "depression proof" qualities of a rooted trade mark. In one sense that attribute or performance of a trade mark is interlocking with the influence of the trade mark upon retail prices. But, at that, there are 2 separate streams of influence which flow side by side in a time of subnormal business conditions. The depression proof quality of the trade mark operates to hold or preserve consumer-demand, and thus it deals primarily with volume. The price maintenance quality in the same mark operates to restrain a flight from reasonable wholesale and retail markups, and thus it deals with price. Taken together, and in perfect team play, the 2 forces for sanity and common sense in merchandising go as far as anything can to enable marketing to carry on with a saving grace of profit.

How do we know that trade marks do actually operate as shock absorbers when retail prices are bumping down from one level to another? Not unnaturally the macaroni marketer who in normal times has seen a popular brand singled out for loudly touted price shading will wonder how it is that the selfsame trade mark should prove a brake on runaway pricing at a time of general demoralization. In all justice be it said that this doctrine of the trade mark as a drag upon a price rout is not based on mere theory. Nor yet upon hearsay. The past year has brought evidence a plenty. And formal acknowledgment of the efficacy of the trade mark has been made by no less an authority than Consumers Research of New York.

As most of our readers are doubtless aware the commodity analyzing institution known as Consumers Research, if not actually prejudiced against trade marked goods, is mighty skeptical as to the foundation for "the general belief in the superiority of trade marked goods." But even so, Consumers Research, as the result of an investigation recently conducted for it by Mary C. Phillips under the supervision of F. J. Schlink, has had to admit that trade marked goods resist price declines in a general fall of the price level. To the same purport, a recent investigation by

F. Forrest Walker, the economist, showed that a comparison of latter day prices with quotations on the same items in 1929 indicated a recession of 5.16% on goods under trusted trade marks as compared with an average reduction of 27.5% on unbranded goods which had no reserve of good will to fall back upon in the emergency.

Studies of trade mark performance since the financial earthquake of 1929 indicate that the valuable service which an entrenched trade mark may perform is not to blindly balk all price rearrangements when price readjustments are in order, but to enlist public patience for an orderly and deliberate revision of prices. No farsighted producer would expect to, nor would want to stick stubbornly to a pegged price in the face of permanent or indefinitely prolonged changes in the purchasing price of the dollar. But what he may pardonably desire to do for the salvation of his business, is to soberly and scientifically re-tune his prices on the basis of ascertained facts instead of by guesswork. With an anchoring trade mark helping him to hold his position in the market he has time to formulate price policies which will preserve the public confidence.

It has remained for the last stage of the business upheaval of the past 3 years to give away the innermost secret of the power of the trade mark as a price stabilizer in time of economic storm. As all bystanders know, the outstanding consequence of the first shocks of the depression was to generate on the part of the vast majority of the public an expectation of and demand for drastic reductions in prices. It appeared as though the entire populace was suddenly transformed into the most feverish bargain hunters.

The majority of merchants in all lines jumped to the conclusion that their only chance to stay in business was to cater to this public thirst for price amputation. First came the "distress merchandise" so-called. And when that gave out the scalpers demanded new production at lower and lower quotations. Even the fall of raw material prices could not keep pace with the demands of the price butchers, and so many producers took what seemed to be the only course open to them and deliberately compromised quality, met competition by manufacturing down to price. And, in reward, volume of retail turnover held up fairly well, even if net profits did not.

Alas, 1932 has ushered in a period of

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reckoning. A steadily increasing number of consumers have awakened to what has happened to them. These have come to realize what they have been denied in order to indulge a horizontal price cut. And in revulsion from this experience we have the movement for the return to quality standards of merchandise. This movement is already fully organized in fields such as textiles and is entering the food field. The spirit of realigning to quality at prices propor-

tionate to the quality is indeed spreading to all commodity lines. In this revival of the old ideals of value established trade marks loom, before the chastened prodigals and the unwavering conservatives alike, as pillars of integrity and fair pricing. The experience of the past 3 years and its lessons for the public should make trade marks more immune than ever from price demoralization due to panic, "buyers strikes" and similar eruptions.

## A Bankruptcy Case

Have you, Mr. Macaroni Manufacturer and Noodle Maker, ever attended bankruptcy proceedings and listened to the questions and answers of referee, attorney and witness? If you have you will appreciate the embarrassment of the principal character as he lays bare the imperfection of his system of records or utter lack of them which is so often the cause of the collapse of business.

If you have never attended such a proceeding then take time to do so because it will be a never-to-be-forgotten experience and you will get from it information and impressions that will have a lasting effect on your business conduct. The first result will be in getting you to make a survey of your own business and in making a firm resolve that under no circumstances will you risk the chance of being under fire as a bankrupt.

There are numerous causes of bankruptcy but probably the most common is an inadequate system of record keeping or the entire absence of a dependable cost system. Where is the proof for this statement? The records of the bankruptcy courts of the country are replete with proof. Here is how it works. A man starts business in a small way and under good conditions makes some progress. His head is his ledger; his mind is his cost check. As the business expands his system of record keeping is in no way improved and then when the test comes, he knows not where he stands and all too soon he stands with bowed head, terribly embarrassed, however honest, before a referee.

Under no circumstances should a legitimate business man run the risk of ever being under fire as a bankrupt. But to become a bankrupt through negligent or antiquated business methods is a personal reflection on the individual, on one's business honor which should be protected by every known safeguard. Once a business man loses his honor he has lost everything.

The advice of a referee in bankruptcy ought to be worth listening to, for he has usually dug to the very bottom of the masses of facts concerning the business methods of those who have gone to the wall. One of the first proceedings in bankruptcy cases is to find out the kind of bookkeeping or cost system that was followed by the bankrupt. Here's a typi-

cal case that indicates what the average bankrupt knows or does not know about his books of accounts:

Question: What is your system of keeping books?

Answer: I have a very simple system. My daughter, she is in the seventh grade you know, well I tell her the number of sacks of flour I use each day and the amount of money I pay my workers and the difference between my receipts and these expenses is my profit.

Question: Did you keep a ledger statement or a system that you thought would do for your business?

Answer: Well, I never had any education as far as bookkeeping is concerned. I just kept it the way I have explained it.

Question: In your so-called system is there a provision for keeping track of your sales slips, part time wages, waste, etc.?

Answer: Well, my little system took care of a lot of those things but I kept most of the facts in my head.

Q: When you didn't keep books on some things, why didn't you?

A: There was nothing to keep books on when I had it in my head.

Q: You used to take money out of the daily receipts and use it for personal expenses and other purposes without keeping a record of it?

A: Yes.

Q: Weren't you interested in knowing how much you were spending and for what purpose it was being spent?

A: I knew how much I spent and what I bought with it.

Q: You couldn't remember from week to week how much you had spent for raw materials, for boxes, for wages and for personal things?

A: Well, I knew how much I paid each worker and then there was \$5 for this and \$8 for that, spent some here and some there, but I didn't keep an actual record.

Q: Why couldn't you have had some one help you keep a record of your business?

A: I could have but I didn't think I needed one.

Fully 60% of the failures among retailers in this country have been found by students of bankruptcies to have either no accounting system at all or a very poor excuse for one. That this is true in many of the smaller macaroni firms can hardly be questioned; and even with some of the larger ones if they are to be judged by their selling policies.

Accounts have little or no value unless they are accurate and complete and cover every part of one's business. Realizing that it is highly important that a good, simple but complete system be kept in every macaroni and noodle plant in the

country, the National Macaroni Manufacturers association has developed one that can be adapted to any size plant, whether it specializes on one product only, produces a hundred varieties, sells it over the counter, in packages, in boxes or barrels. Specially printed forms are provided for and one can make his system as broad or as detailed as he chooses. The system is available to all member firms and to any progressive firm that seeks to put itself on a real business basis that will steer the business away from the embarrassing bankruptcy ordeal which one must face sooner or later if he continues to operate his business without a good record of some kind.

Free!---50,000,000

Ad Circulation

Commenting editorially on the constructive suggestion made by the Anchor Cap & Closure Corp. that distributors of packaged goods have at their command free advertising space in a medium with a circulation estimated at more than 50,000,000 daily, D. E. A. Charlton of Modern Packaging states:

"We must admit that rapid mental arithmetic was required when our attention was called recently to a statement '50,000,000 advertising circulation—FREE. A coverage far greater than any publication can give is free for the asking, and your package will get it for you.'"

"But we calmed down somewhat when we read further, 'There are easily 50,000,000 shoppers who regularly visit retail stores in the United States. Certainly here is an advertising circulation worth reaching. For these are the people that read newspapers, magazines and car cards. They are equally impressed with the right kind of package, the kind that claims their attention, that bespeaks quality, that piques their interest. Any kind of package provides a certain amount of advertising value. That is admitted. The important thing however, is to make sure that it is a GOOD ADVERTISEMENT, SEEN by the maximum number of people, and creating as favorable an impression as possible.'"

"Sound logic, every word of this. The moral—or perhaps you have guessed it already—is that new packages or redesigned old ones, or at any rate EFFECTIVE packages, are essential if maximum circulation is to be attracted."

Macaroni Men—is your spaghetti or noodle package of a kind or class that will take the fullest possible advantage of this free advertising possibility? Just something to think about, remembering that 50,000,000 is a big circulation with unlimited potentialities.

BUT ONCE

I shall pass through this world

But once.

Any good, therefore, that I can do,

Or any kindness that I can show

To any human being,

Let me do it now. Let me not defer

Or neglect it—for I shall not pass

This way again.

# Foods Manufacture World's Most Important Industry

The food manufacturing industries comprise a group of 54,000 plants whose total production in 1929 was valued at nearly \$11,450,000,000 or about 17% of the total for all industry of \$68,453,486,518, reports the Market Data Book for 1932.

Approximately 21% of all the food manufacturing plants produce 89% of the product. These plants offer a highly profitable market, purchasing annually over \$90,000,000 worth of special machinery and equipment; millions of dollars worth of equipment for plant maintenance and upkeep, power generation and transmission, refrigeration, material handling and conveying, dust and fume handling, air conditioning and machinery for wrapping and packaging.

The total installed primary horsepower is 4,178,788. The food industries are very highly mechanized, having an average of 6.1 h.p. per wage earner, compared with an average of 4.7 for all industries. There are 345,446 motors in use in these industries (1927 figures).

Since the nature of their products demands the use of the most rapid and efficient means of transportation, the food industries are turning more and more to motor trucks as a means of getting their raw materials from the producer and their finished products to the consumer with the least possible delay. The food industries are using 280,000 motor trucks. Among these are 2251 fleets of 10 or more trucks used by individual concerns.

Modern methods of packaging in small containers have created a huge market for all kinds of paper parchment, transparent, wax and greaseproof, for example—and every form of carton for shipping and displaying the individual packages. Paralleling this small unit tendency is the demand for wrapping and packaging machinery whose efficiency will counteract the increased cost of the new method.

During the past year the food industries used more than 5,000,000,000 tin cans, 65,000 tin boxes, 106,000,000 tin pails, 2,155,000,000 glass containers, 158,000,000 wooden boxes, barrels, buckets; 1,750,000,000 plain cardboard boxes, cartons, etc., 3,660,000,000 printed or lithographed cardboard boxes, cartons, etc., 455,260,000 corrugated shipping boxes.

For these containers they used 7,750,000,000 printed or lithographed labels; 1,399,300,000 printed or lithographed box covers; 16,695,000,000 printed or lithographed paper wrappers; 20,576,000,000 plain paper wrappers or parchment, greaseproof and waxed paper, etc.; 1,939,000,000 tin foil wrappers, 385,000,000 burlap sacks, 785,000,000 cotton sacks, 200,000,000 heavy paper sacks, 34,000,000 milk bottle caps, 5,000,000,000 beverage bottle crowns.

In comparison with all industry, the food industries rank first in number of establishments, second in cost of material, third in value of product, fourth in value added by manufacture, fourth in primary horsepower used, and fifth in number of wage earners.

The bureau of the census deals with the food manufacturing industries by 10 divisions: bakery products, beverages, canning and preserving, confectionery, grain mill products, manufactured ice, meat packing, milk products, sugar and miscellaneous plants. This last division includes baking powders, yeast and leavening compounds, coffee and spices, corn syrup, oil and starch, flavoring extracts, lard substitutes, liquors; macaroni, spaghetti and noodles; nuts, vinegar, etc. Most of these major divisions are dealt with separately elsewhere in the volume.

According to the 1929 Census of Manufacture, the selling values at the factory of some of the major food products are as follows:

Baking powder, yeasts and other leavening compounds.....	\$ 51,996,000
Bread, biscuits, crackers and other bakery products.....	1,023,827,657
Butter, cheese and condensed and evaporated milk.....	1,027,294,227
Canned fish and other sea foods.....	73,116,706
Canned and preserved fruits, vegetables, etc.....	709,361,875
Cereal preparations.....	175,223,126
Chewing gum.....	58,282,582
Chocolate and cocoa products.....	119,432,405
Coffee and spices.....	404,535,275
Confectionery.....	393,398,521
Corn syrup, corn sugar, corn oil and starch.....	165,983,739
Flour and other grain mill products.....	1,014,568,466
Food preparations, not elsewhere classified.....	177,481,529
Ice cream.....	305,738,770
Lard substitutes and vegetable cooking oils.....	192,031,895
Macaroni, spaghetti, vermicelli and noodles.....	47,931,408
Flavoring extracts and flavoring sirups.....	106,874,628
Oleomargarine and other butter substitutes not made in meat packing plants.....	56,914,755
Peanuts, walnuts and other nuts processed.....	47,022,242
Salt.....	37,663,418
Sausage and other meat products not made in meat packing plants.....	107,141,155
Slaughtering and meat packing.....	3,394,672,995
Sugar, beet.....	100,628,385
Sugar, cane.....	11,737,914
Vinegar and cider.....	10,475,163

The food industries are firmly bound in a close economic relationship because of their common product—food—and because of the use of the same fundamental manufacturing operations.

These operations are: Material handling, heat application, refrigeration, disintegration, mixing and agitating, mechanical separation, air conditioning, sterilization, conditioning and packaging. Every food manufacturer is keenly interested in the development and applica-

tion of new and more efficient methods. The canner may find a new way of utilizing heat for cooking and so increase the efficiency of his plant. This is of immediate interest and importance to the baker, confectioner and others.

The geographical distribution of the food industries follows the 2 logical lines of production of raw materials and consumption of the finished product, with the cost of transportation as an equalizing factor.

Illinois and New York produce over 10% of the total; California, Minnesota and Pennsylvania produce 5 to 10% of the total; while Nebraska, Kansas, Iowa, Missouri, Wisconsin, Michigan, Indiana, Ohio, New Jersey, Massachusetts and Texas each produce from 2 to 5% of the total.

## Women Demand Quality

One feminine reaction to "hard times" is so interesting—so significant—as to be an object lesson for all the world. She has learned the folly of buying "cheap" merchandise. Woman—purchasing agent for the home—has turned, during the period of economic stress, not to bargains at spectacular low prices, but to well known brands of merchandise at standard prices. She wants to be sure of what she is getting. She is buying wisely the product of proved merit, for even though she may be offered reputedly just-as-good substitutes at great price cuts, she isn't taking any chances!

Getting the most for her money is her aim—and that doesn't mean quality at little cost, but quality at whatever quality must cost! This is especially true so far as cosmetics and face creams are concerned. With only one face—she must be very careful that what she puts on it is pure, fine, perfect. So she wisely turns a cold shoulder to the attempts of some retailers to substitute for the nationally known product she requires a little known product which she knows nothing about except that it's "cheap," on which he makes a great profit. She is keen enough to appreciate that he has an ulterior motive. He uses the well known product as "bait" to draw her inside his store—and then attempts the old substitution game.

All honor to the newly wise woman buyer! She argues logically that the product she sees advertised, with all its claims as well as its price set forth for all the world to read, is backed by the priceless reputation and integrity of its maker. It must be good. It will do just what is claimed for it. And that's the product she wants—the full money's worth she demands in these days of smart spending.—*Exchange*.

Prohibition is 10 years old but not yet weaned from the bottle.

August 15, 1932

THE MACARONI JOURNAL

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OUR representatives have been in the Durum wheat fields carefully investigating conditions and submitting samples of the new crop to our laboratory to determine where to obtain the right quality.

With the aid of this valuable information and through our hundreds of country elevators located throughout the Durum wheat territory we secure the choicest grades of amber Durum wheat. Our one and one half million bushel elevator adjoining our semolina mill enables us to always have on hand for grinding the right blend of this selected wheat.

Due principally to this careful selection and uniform blending **King Midas Semolina** makes better, richer colored and finer flavored Macaroni.

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

## United States Production and Consumption of Durum Products

(Barrels)  
Compiled by Felix T. Pope

	Durum Wheat Ground (bu.)	Semolina Produced	Flour		Available for Consumption	
			Produced	Semolina Exported	Semolina	Flour
1924						
Jan.-June	5,451,715	821,503	341,636	57,873	763,830	194,068
July-Dec.	6,594,830	1,062,410	416,073	167,198	895,212	184,884
1925						
Jan.-June	4,668,282	741,070	318,919	78,919	151,351	167,352
July-Dec.	7,373,656	1,136,180	495,741	116,851	1,019,329	295,145
1926						
Jan.-June	6,841,438	1,050,873	470,684	62,955	162,951	987,918
July-Dec.	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241
1927						
Jan.-June	5,072,626	868,476	259,282	71,331	141,183	797,145
July-Dec.	7,809,023	1,280,152	409,613	99,904	180,626	1,180,248
1928						
Jan.-June	6,804,804	1,037,175	353,972	42,863	143,468	994,312
July-Dec.	8,013,583	1,208,321	493,152	66,744	168,310	1,141,085
1929						
Jan.-June	7,813,704	1,146,438	488,557	49,220	113,710	1,097,218
July-Dec.	8,015,616	1,184,796	535,941	33,351	98,133	1,151,445
1930						
Jan.-June	7,003,156	1,174,108	311,158	37,629	58,614	1,043,428
July-Dec.	7,338,125	1,236,508	212,802	40,877	25,901	1,195,631
1931						
Jan.-June	6,852,220	1,144,134	326,685	43,663	12,824	1,100,471
July-Dec.	7,345,990	1,268,124	295,636	11,559	13,576	1,256,625
1932						
Jan.-June	5,895,622	987,965	42,754	(1)	(1)	(2)

NOTE: Amount of Semolina and Flour produced is not absolutely accurate as two mills do not report it separately and their entire production is thrown into Semolina produced.

(1) Only one mill reports any so figures are withheld.

(2) See note one regarding exports.

### Warning Against Improper Labeling

In a notice to the trade W. G. Campbell, chief of the U. S. Department of Agriculture, stresses the necessity under the Federal Food and Drugs Act of plainly and distinctly declaring on the label of all packaged products the quantity of the food contained. This warning is made necessary by the many violations and attempts to confuse purchasers in varied ways devised by those who deliberately plan their labels to that end. The statement follows:

#### To Manufacturers of Packaged Foods

The Federal Food and Drugs Act defines food in package form as misbranded if the quantity of contents be not plainly and conspicuously marked on the outside of the package. Exemption from this provision is afforded only for extremely small packages.

Unquestionably the purpose of the law is broader than simply to prohibit shortage in weight and measure; its intent is to insure to purchasers of packaged foods accurate information as to the amount in the package.

The Food and Drug administration has observed a distinct trend in the food industries generally toward placing declarations of net weight and measure in very small type, or on noncontrasting backgrounds, or in obscure positions on the label. In some industries there is a tendency toward adoption of forms of declaration with which the public is not familiar. If the public conception of quantity of a given commodity is in terms of gallons, quarts and pints, a declaration on the label of that commodity in terms of pounds and ounces does not convey adequate information.

Frequently it can be fairly inferred from an examination of the label that the manufacturer may have some reason for hesitating to tell the public how much of his commodity he is selling. This is particularly true where the amount is somewhat less than conventional units, as for example 14 oz. avoirdupois, or 15 fluid oz.

Declarations of quantity of contents must be expressed in terms in which the public conceives of quantity of the particular commodity

to which the declaration is applied. The declarations must be conspicuous; that is, they must appear in such position on the package and in type of such size and on such background as to insure observation. To guarantee this a declaration in type of adequate size on a contrasting background, properly separated from other statements and designs, should appear on the display panel of the package. If more than one panel is used for display, the declaration should appear on each.

W. G. Campbell, Chief,  
U. S. Department of Agriculture.

### John L. Fortune Retires

John L. Fortune, well known president of the Fortune-Zerega company of Chicago has retired, his associates having purchased his interest in a business which he started over a decade ago. Mr. Fortune was an active member of the National Macaroni Manufacturers association taking special interest in cost activity work. He was a member of the committee that devised and developed the uniform cost and accounting system now in use by leading firms in the macaroni manufacturing field.

Prior to his entry into the macaroni manufacturing field he managed a successful brewery in Chicago. When prohibition was adopted he converted his large plant into a model macaroni factory. A few years ago the Zerega plant in Chicago was taken over by the Fortune company in a deal that resulted in the organization of the new Fortune-Zerega company of which Mr. Fortune was president and Frank L. Zerega an active officer. Mr. Zerega and his associates have now taken over full control to enable Mr. Fortune to retire from business, something that he has longed to do for some years.

At the organization meeting of the new firm Frank L. Zerega, adviser of the National Macaroni Manufacturers asso-

ciation was elected president. His nephew Edward Z. Vermynen is vice president; John Zerega is secretary and Robert B. Brown, until recently chairman of the Board of Advertising Trustees of the National Macaroni Manufacturers association, is treasurer. The Chicago plant's output will be coordinated with that of the Brooklyn plant to fill all orders in the sections served by the 2 associated companies.

### Why Worry?

Macaroni manufacturers who are prone to worry about business conditions should realize how futile it is to worry. It merely puts them at a decided disadvantage in their struggle for existence. Perhaps, the advice of the unknown author of the little article that follows might serve to show the futility of this harmful state of mind.

Friend, why do you worry? There are only two reasons for worry; either you are successful or you are not successful. If you are successful there is nothing to worry about; if you are not successful there are only two things to worry about. Your health is either good, or you are sick. If your health is good there is nothing to worry about; if you are sick there are only two things to worry about. You are either going to get well, or you are going to die! If you are going to get well, there is nothing to worry about; if you are going to die there are only two things to worry about. You are either going to heaven, or you are not going to heaven; and if you are going to heaven there is nothing to worry about; if you are going to the other place, you'll be so busy shaking hands with old friends you won't have time to worry. Why worry?

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First of a series of editorial advertisements published in the interests of quality manufacturing and economic merchandising which alone combined, give true consumer service.

## Ready for the UP SWING

OUT of the vast knowledge of the accumulated experience of a majority of the most successful manufacturers in any industry, as might be expected, comes the recognition of certain facts, so conclusively demonstrated, that their truth must be accepted by all.

First of these truths is that there are no short cuts to quality. Inferior raw materials, secondary grades of raw materials result in turning out inferior or secondary grades of finished merchandise. You cannot take more out of a package or container than you put into it.

There is an open competitive market for the raw materials which enter into the manufacturing of macaroni. One manufacturer can save little as against a second manufacturer except by purchasing inferior grades which reflect in macaroni products inferior in quality.

Second of these truths is that there is a point in labor and machinery efficiency beyond which no producer can go without sacrificing quality standards in processing and production uniformity. Cheap labor is inferior labor, working without pride or interest in their accomplishments and turns out unreliable macaroni products.

Our members are pledged to produce quality merchandise, using quality raw materials and employing efficient labor, so offering consumers maximum value, and incidentally contributing in positive measure to the return of prosperity.

To the distributors of macaroni, we earnestly suggest that they buy quality first, and let price be a secondary consideration.

In that manner, they too offer the consumer maximum value.

And together, we both move forward, building enduringly as we go, ready for the upswing on the road to economic recovery.

## National Macaroni Manufacturers Association

BRAIDWOOD

ILLINOIS,

[ Reprinted from the July, 1932, Issue of Groceries ]



# 1932-1933 Association Officers and Directors



Alfonso Giola, President  
Chairman Executive Committee



Glen G. Hoskins, Vice President  
Chairman Statistical Department



William Culman  
Director



Joseph Freschi  
Director



Frank L. Zerega  
Adviser



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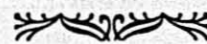


B. R. Jacobs  
Washington Representative



M. J. Donna  
Secretary-Treasurer

## UP Quality; DOWN 5c Package



◆ One of the first real signs of the business recovery which all of us so anxiously desire, will come when there is an abatement in the mad scramble to cut retail prices below production cost.—*The Saturday Evening Post.* ◆

Macaroni Products should never be used as "loss leaders" by retailers, and manufacturers should see to it that their particular brands are not so offered. Good macaroni products can always be sold at a profit; nobody wants the "low grades" of this naturally economic food. So why pull against the current when floating or coasting is so much easier and so much more profitable!

◆ "RESOLVED, That the SALE of an 8 oz. Package of Macaroni or a 4 oz. package of Egg Noodles for 5 Cents or Less is an Uneconomic Trade Practice, destructive to the welfare of the nation, contrary to the welfare of the consumer and seriously harmful to both Manufacturer and Distributer, and SHOULD BE DISCONTINUED."—National Macaroni Manufacturers Association. ◆

To RESOLVE is not a difficult undertaking, but to act in keeping with a good resolution is a test of a man's earnestness and sincerity. The RESOLUTION expresses the unanimous opinion of the macaroni men who attended the 29th annual convention of the National Macaroni Manufacturers association in June and it expresses the unanimous opinion also of those heard from who were unable to attend. At no time and from no source has there been heard or expressed an opinion at variance to that contained in the resolution.

BUT the Uneconomic Five Cent Seller, the Macaroni Package as a "loss leader" continues with us, not however to the extent it did several months ago. BUT it should be eliminated entirely. The manufacturer does not want a 5c package; the distributor does not care for it, so why have this "faith destroying", "profit robbing" and "quality lowering" agent that is so generally unwelcomed and so seriously harmful?

The fight against the uneconomic FIVE CENT MACARONI and NOODLE PACKAGE is on. The cooperation of all thinking manufacturers and distributors is asked for and expected. May we have yours?

The National Macaroni Manufacturers Association.



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## Consolidated Macaroni Machine Corporation

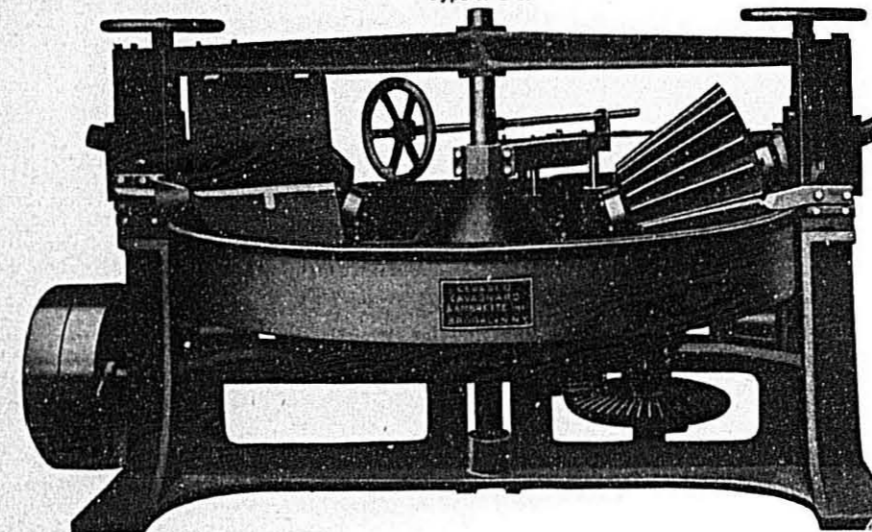
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

*Designers and Builders of High Grade Macaroni Machinery*

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

## 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.

### Changes in Patent Office Fees

The act of Congress approved June 30, 1932, amends section 4934, Revised Statutes (U. S. C. Title 35, Sec. 78) so as to provide that, except in design cases, the fee for filing each original application for patent and for each renewal application for patent, and the fee for issuing each original patent shall be \$30.00 and \$1.00 for each claim in excess of 20, instead of the present fee of \$25.00 and \$1.00 for each claim in excess of 20. These new fees are effective on and after July 31, 1932.

The act also provides that the fee for filing each petition to revive an abandoned application shall be \$10.00. This fee is effective on and after June 30, 1932.

### Patents and Trade Marks

#### 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 July 1932 the following were reported by the U. S. Patent Office: Patents granted—none.

#### TRADE MARKS REGISTERED

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

Mr. Egg Noodle

The trade mark of Walker Products com-

### A Friend in Need

Recently a foreman had occasion to call down one of his men. It was a proper rebuke and he spoke his piece in no uncertain language.

But the employe resented the criticism. He told a couple of his buddies that the foreman was down on him and that he guessed he was marked for continual "riding." Unfortunately this man's ver-

### "Sunshine" Trademark

This department recently reported on a search of the patent office records that showed no particular registration of the trade mark "Sunshine" for alimentary pastes or macaroni products as the Americans prefer to call this food. The expression has been registered on several other foods than macaroni. Therefore our advice to firm requesting the search was under the present policy of the patent officials, the term was not open for registration except prior use could be established or consent secured.

Now comes V. LaRosa & Sons, Inc. Brooklyn, N. Y. with claim of unusual interest in findings reported in April 15 issue of this department because it claims to be the owners of the trade mark "Sunshine Macaroni" and that it is duly registered with the U. S. Patent

Office notwithstanding the report above referred to. "Any person or company infringing on our patent rights will be vigorously prosecuted to the fullest extent of the law," says M. A. Titone of the La Rosa company.

A new search was ordered and the patent attorneys at Washington that represent THE MACARONI JOURNAL again report failure to find any record of such registration. It is probable that this party may have copyrighted a print or label for alimentary pastes in which the word "Sunshine" prominently appears. Copyrights of this nature are not arranged for easy search purposes, but in any event print and label copyrights do not protect trade marks, and the ultimate results of this search and claim will be of interest to all concerned in registration procedure.

pany, Indianapolis, Ind. was registered for use on noodles. Application was filed Jan. 11, 1932, published by the patent office April 19, 1932 and in the May 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since Dec. 1, 1931. The trade mark is in long hand type written underneath a picture of a man with an egg shape head; also are the words "He Has An Egg For A Noodle." The words "Egg Noodle" are disclaimed apart from the mark as shown in the drawing.

#### Romano

The trade mark of Joseph Romano, doing business as R. Romano & Son, New York, N. Y. was registered for use on alimentary paste products. Application was filed Feb. 29, 1932, published April 26, 1932 and in the May 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since Feb. 8, 1932.

The trade mark consists of a picture of a woman carrying sheaves of wheat. The picture is framed by strands of wheat. The picture forming a part of the trade mark is fanciful and not the portrait of any individual.

#### TRADE MARKS APPLIED FOR

One application for registration of macaroni trade mark was made in July 1932 and published by the patent office to permit objections thereto within 30 days of publication.

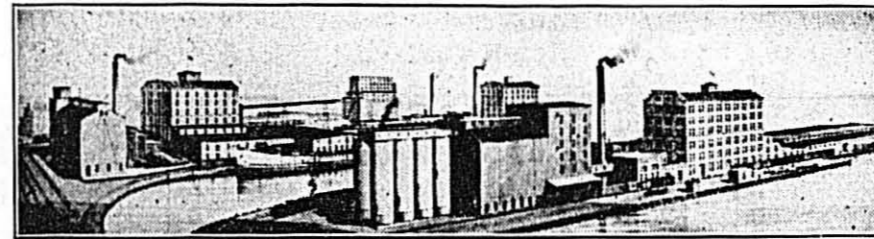
#### Gold Bar

The private brand trade mark of California Packing corporation, San Francisco, Cal. for use on macaroni, noodles, spaghetti and other groceries. Application was filed Oct. 28, 1930 and published July 19, 1932. Owner claims use since April 25, 1930. The trade name is in heavy type.

tical employe. He fought for his man—and won his battle.

The incident has blown over now of course, but I doubt very much if the gang knows what a real friend they have in their foreman.

I imagine such cases occur frequently. The foreman has to get a little "hard boiled" once in a while but just the same way down in his heart he is proud of his crew and will fight for them to the last ditch.—*The Safety Worker.*



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

## HOURGLASS SEMOLINA

Carefully Selected Durum Wheat  
Milled with Precise Care  
Quality Unsurpassed

Location Enables the Best of Service

## DULUTH-SUPERIOR MILLING DIVISION

OF STANDARD MILLING COMPANY  
Main Office: 1025 Metropolitan Life Bldg.,  
MINNEAPOLIS, MINN.

#### BRANCH OFFICES

DULUTH, MINN., 613 Board of Trade  
NEW YORK CITY, 209 Produce Exchange  
PHILADELPHIA, PA., 458 Bourse Bldg.

BOSTON, MASS., 88 Broad Street  
CHICAGO, ILL., 14 E. Jackson Blvd.  
PITTSBURGH, PA., 1609 Investment Bldg.

## Self Regulation by Industry

**To Overcome Depression, Profitable Business Honestly Conducted Must Replace the Present "Price Cutting" and "Bid Chiseling"**

By CHARLES F. ABBOTT  
Executive Director, American Institute of Steel Construction

Relentless, selfish competition has brought our industries to the brink of ruin. Unless checked it is seriously questioned if our capitalistic system can survive. That is a strong statement but this is no longer a time to compromise with soft words.

Business exists for making profits. When profits disappear business likewise disappears. The satisfaction of labor working for an adequate wage, of the consuming public for an adequate supply of goods at reasonable prices, of the investor for a return on his money, of the government for an unimpaired source of tax returns, are all dependent uniformly upon the profitable operation of business.

Unequalized production and consumption has kept prices at a level that has created losses for most all our business interests. In the face of this situation there are too many who are still obsessed with an inherent faith in getting all the business in sight as the only solution to their own problems. They believe that it offers the one assurance of continued operation. In such a wild scramble for business, prices and profits have been cast overboard as a few, prompted by selfishness, have created a demoralized condition throughout their industry, and in opposition to stabilization.

It is difficult for some to accept the idea that operating policies must be based upon conditions of sale. They are too frequently formulated by disregarding them entirely. The danger is not entirely a lack of business but the failure to maintain prices that include a reasonable profit.

Destructive competition has brought consumers to the point where they regard low prices as the only consideration in their purchases. Price cutting has educated buyers to realize that the low price of today may not be the low price of tomorrow.

The problem is not so much the cut price as it is the attitude of some of the sellers who are out to get the business at any price. Invariably they cut their own low price, and such a policy incurs economic loss. The regrettable part is that someone loses his temper and uses his time and money to prevent someone else from getting business to which he may be entitled. Under such conditions we should not forget the old adage "whom fortune wishes to destroy she first makes mad."

The constant lowering of prices is an endless process. The price cutter may

be low today but his competitor will see to it that he is not low enough tomorrow. In this downward trend of prices there comes a time when profits are dissipated and business is being transacted at a loss. In this wild scramble for volume, industry must learn that distress lurks just ahead and the only remedy lies in the rationalizing of output.

If demoralized price cutting is to be eliminated the sellers must exert their leadership, and in the formulation of their selling policies they must define fair practices and then vigorously enforce them without any partiality or deviation. One of the most constructive influences is the establishment of a one price policy thereby establishing prices and discounts that will be fair to all.

There is only one way to make money in business. That way is to sell the product produced at a profit. It takes courage to look a large order squarely in the face and say "No" if it is not in accord with established terms and prices. Price cutting is a direct result of unreasonable selfishness for business, and destructive cutthroat competition is a result. Minds filled with rancor, hate, jealousy and suspicion will be met with similar mistrust. Confidence and faith in one another, as Judge Gary stated, is vital if progress is to be made.

Price cutting is directly contrary to the interests of the buyer. While the law of supply and demands operates, it is economically sound for the buyer to try to get the best possible price, but to drive the bargain below the line of fair profit, good quality, and proper service is poor business in the long run. Substitutions, inferior quality, and inadequate service logically follow. The buyer suffers and pays a much greater price in the end.

Every business institution is both a buyer and a seller. If we are to sell at a profit we must buy at a profit. Take for instance the automobile industry. If their purchasing departments were to pound down the price for steel or other requirements they would lose in the end. They cannot expect to take the profits away from their supply sources and get the profits that otherwise would be available.

It is time for the price cutter to stop price cutting and for the bid chiseler to discontinue his unfair practice. It is time we should all recognize that we are both buyers as well as sellers. Both functions should be intelligently conducted, but we cannot expect fair prices and fair treatment if we hammer down prices below a reasonable point in our

own purchases. We must be as fair in our buying as we expect other buyers to be toward us.

If our business men would agree to discontinue price cutting and bid chiseling and to pay fair prices we would hasten the trend of business revival. We should all insist that our purchasing agents recognize the right of all from whom we buy to a fair profit and to discourage purchases at prices that are below a reasonable minimum.

Unless price cutting is stopped and prices are advanced to the point where they will show a reasonable profit, then wages must be reduced, increasing the volume of unemployment. Wage scales cannot be maintained and the unemployment problem cannot be solved unless profits can be realized. Prosperity and destructive price cutting competition have no relationship one with the other. We cannot rebuild our prosperity in a market of declining prices.

Bankers are beginning to recognize this distinction. The member is entitled to more favorable consideration. Buyers are likewise attaching greater importance to trade association membership. They have reasons to place greater confidence in those who are promoting industrial standards and abiding by the practices as established by the association. The non-cooperator invites suspicion by his very position of isolation, and individualism is not accepted today on a par with organized cooperation.

The opportunity of industry to recover awaits a cooperative plan to promote normal business and normal profits. It is obvious that if our industries are to progress and contribute to the welfare of the country the way will be found in the creation of reasonable profits and not in a struggle to obtain volume at a disregard of fair prices. It is evident that the country must soon choose against unregulated competition which will prevent excessive prices.

There is much in the way of encouragement when an industry will get together and plan to meet its problems. Such conferences cannot help but arouse enthusiasms and when business men become enthusiastic there is reason to believe that definite accomplishments will result. In any event, cooperative planning is a demonstration that an industry is alive and at least making an effort to surmount its difficulties.

It is a case of deciding what we are willing to do. Either we are to work out our own future, our independence and maintain freedom of business operation, or we will find that a form of commission will take charge of our business affairs and tell us just what we can and cannot do. It is difficult to believe that our business men will sacrifice self control and regulation and permit themselves to be led to the brink of a government operated business.

The business executive of the future will be a profit minded individual, imaginative, creative and aggressive. He will be a man of new ideas and with the courage to put them into practice. He will understand production, finance and sell-

## Prepare for Change for the Better

Millions of Dollars..will soon be sifting down from the Reconstruction Finance Corp., benefiting the banks of every city. Will not credit and money for raw materials and payrolls be available to all who either buy macaroni products or who will be paying wages to men who do?

Livestock prices are up. The grain market is showing improvement and stocks and bonds are on the up grade. A certain controversial law will undoubtedly be modified soon, opening markets for the farmer's grain and providing work for hundreds of thousands of men formerly employed.

In September literally millions of school children must have shoes and clothing for the fall and winter school term then opening. Air conditioning in factories and homes is a growing field, as is also steel homes. The men employed in these lines will have wages with which to purchase their many other needs.

Indications are, Mr. Macaroni Men, that the steady tide of resuming business has already set in, and is being perceptibly felt in many lines. Now is the time to be up and doing. Let's not be caught napping. Get your brand name and your products before your actual prospects and present customers. Soon they will in turn have money or credit to again discount their bills.

Do this by judicious advertising, well directed sales arguments presented in person through your salesmen or by mail or by any of the accepted routes, but do something. Those who anticipate the recovery that is almost certain this fall will stand to profit most.

ing, but he will not be a specialist in either. He will be open minded and capable of analyzing problems, and free to apply the proper remedies.

### Duluth Miller Goes Abroad

Benjamin Stockman of Duluth, Minn., retired president of the Duluth-Superior Milling company, accompanied by Mrs. Stockman is traveling abroad and expected to be gone several months. The two sailed in July planning to visit Edinburgh, Scotland, Mr. Stockman's birth place which he left in October 1892 to come to America, settling in Minnesota. The couple will visit England, France and Italy in their travels.

Mr. Stockman retired as president of the Duluth-Superior Milling company when offices of the firm were consolidated recently. He is well known to the macaroni manufacturing trade having frequently attended the conventions of the industry, serving on prominent committees dealing with problems of manufacturer and miller interest.

He was prominent in the business circles of Duluth where he first became a member of the Grain Exchange in 1911. He was elected president of the Board of Trade in 1919 and 1920 and has been the president of the Duluth Board of Trade Clearing House association since 1928.

Before his sailing the members of the Board of Trade presented Mr. Stockman with a scroll signed by 72 members of the exchange as an expression of good will and best wishes.

### Stabs Former Employer, Kills Self

A former employe of the Westchester Macaroni company, Bronx, New York brooding over fancied wrongs on the part of former employer, stabs him, sets fire to the plant and then kills himself.

The part owner of the plant at 4817 Baldwin st. is Francesco DeAchilles, aged 65 years. The suicide was Mario Piras, aged 40 years and a resident of Mt. Vernon.

When partner DeAchilles arrived at his plant at 7:00 a. m. Sunday to relieve the night watchman he left the front door open and went into the drying rooms to attend to the drying racks. Piras entered unnoticed, revolver in hand and attacked DeAchilles. The latter had a large macaroni slicing knife in his hands and slashed out in defense but succeeded only in cutting the clothing of the attacker. Piras soon overcame the heavy built and aged DeAchilles, struck him with the butt of his revolver and inflicted many wounds with the knife which he had wrenched from the hands of his former employer. Believing that he had killed him, he pushed him into the basement, closed the door and barricaded it with a macaroni truck. He then set fire to the plant in a half dozen places. The fire started the automatic sprinkling system and sounded the fire alarm to which there was immediate response. The early arrival of the firemen prevented the escape of the attacker and incendiary who immediately shot himself to death. The in-

jured owner was rescued and rushed to the hospital with little chance of recovery.

Last December Piras had unsuccessfully tried to organize the 35 men employes of the plant and headed a strike which lasted for several weeks. When it ended some of the strikers were taken back but Piras was turned away. He was unable to get another job and his hatred increased daily until he determined to kill his former employer, with the above results.

"There is more to fear from frozen minds than from frozen assets."—Ogden Mills.

### People Must Eat

Nearly half of the wholesale trade of the nation is composed of farm products, according to an official statement from Washington. It is pointed out that 13.8% of the total is done by the groceries and food specialties industry and 13.7% by the food products (not otherwise accounted for) industry. In the wholesaling business in these 3 industries are a total of 73,375 establishments.

The next highest percentage for a single industry is that of 8.6% of the total volume done by the 10,518 establishments in the dry goods and apparel wholesale industry.

An authority has made the timely suggestion, for instance, that the sale and consumption of an extra pound of macaroni products per person per month would not only double the present consumption rate in the United States but would help the wheat grower in providing an enlarged market for the better

grades, better priced durum wheats and would give consumer increased bodily strength and health at a minimum cost.

One extra slice of bread a day Will Help to Keep the Wolf Away. Such is the advice of food authorities who share the benefit of their experience with those who would make their food dollars and dimes go further these days.

One of them is Joseph Wilshire, who became active in the food industry in 1898 and who now, as president of Standard Brands Inc. has 34 years of study upon which to draw for advice. When asked what food is the most nourishing and at the same time least expensive, he instantly replied, "Bread!"

"There are 50 different kinds of bread," he continued, "and with such variety we can make every meal more interesting. Bread and milk form an almost perfect meal, and it would be hard to find a cheaper meal. Bread supplies the most nourishment at the lowest cost of any of our foods."

"In addition to helping our bodies the eating of bread helps the rest of the country to break up the depression. One extra slice of bread a day for each person in the United States will mean 60 million more bushels of wheat consumed in a year. That will help the farmers and manufacturers, and in turn it will bring better business to all of us."

Producers' advice is that people should eat more of all kinds of wheat foods to directly help the farmers of the country and to add materially to the health of the nation in a guaranteed economic manner.

It's all right for a woman to hold on to her beau—but not while he is driving.

## Make and Hold Business Friends

By HENRY B. GOMBERS  
Secretary-Emeritus, Heating and Piping Contractors  
National Association

"Patrick Henry, the patriot, has been credited with several wise statements and among them is this: 'I have but one lamp by which my feet are guided and that is the lamp of experience. I have no way of judging the future save by the past.'"

"This is an experience from the distant past which ought to encourage us to look ahead beyond the present times of lack of building business for which we are not responsible, and trim our lamps to take advantage of the times, when our industry can come into its own."

"Do not let anyone today feel that he is bound by the traditions of the past. On the contrary, let him grasp the problems of the present, different though they may be, with a firm determination to go forward to solve those problems that confront him in the spirit of the new age which is dawning."

"Make friends. Make friends' said one of the wisest men of the 19th century, 'Keep in touch with your fellows, especially in business.'"

"There is no greater safeguard against defeat, which is often perilously near to every business man, than association with others who take similar risks and whose bit of experience conveyed at just the right moment will probably save one from disaster."

"Our associations are worth to each other and every one of us infinitely more than their cost in time or money. As instrumentalities to make the wheels of business run smoothly, or at least with some reasonable degree of smoothness, and to keep us within hail of each other they are indeed life savers."

"I wonder how many of you are aware of the fact that in a recent issue of 'Listening In' the official bulletin of the American Trade Association Executives appeared the following statement: 'The Chamber of Commerce of the United States of America has pointed out to us that tests have shown 85 per cent of the failures in industry are not members of their trade associations.'"

### Earnings of Well Known Firms

Profits and sales for the first half of 1932 as reported by the press of the country indicate the current business trend. The sales in volume have not materially decreased, but the totals in dollars are lower.

#### National Tea Sales Drop 12.7 %

The National Tea Co. in the 4 weeks ended June 18 had total sales of \$5,021,502, compared with \$5,752,460 in the previous year. This was a decline of 12.7% in dollar volume from 1931.

For the 24 weeks ended June 18 the company reports total sales of \$31,952,097, against \$36,639,197 in the first 24 weeks of 1931; a decline of 12.7% from that year.

#### Net Higher for General Mills

General Mills, Inc. for the fiscal year ended May 31 reports a net profit of \$3,891,200 after depreciation, interest, federal taxes and minority interest, equivalent after preferred dividend re-

"Think of it! 85 per cent not members of their trade associations."

"What an indictment of those nonmembers."

"Some people seem to live in this world of business so closely bound and tied up in their personal affairs that they imagine that whatever other wheels are in motion none of them has connection with their interests, and therefore they take no part in movements for the general welfare; have no regard for maintenance of social relations or knowledge of those with whom their daily life of business is concerned; and they cannot see any good coming from associating with the other fellow, in fact, are proud that they have been able to paddle their own canoe and even express confidence in being able to continue to do so without assistance from anybody."

"Paddle their own canoe indeed. Little does their shortened vision discover to them their relation to every other individual who is engaged in enterprise or industry similar to their own."

"Some of you may recall the play 'Our American Cousin' where Lord Dundreary, an English tourist, has some lines that go like these: 'Birds of a feather flock together. Now what an ass a bird would be to go off in a corner and flock all by himself. I am sure you see the point. Flocking all alone in a corner is a dreary and disheartening business while companionship is often one of the most important helps when danger threatens.'"

"I have come to this conclusion about myself, no new one, that a man can do but this: choosing his course but constantly modifying it by experience, he must accomplish with all his heart and soul whatever task is before him in the hope that at the end of a full life he will have done one thing, or said one word, or written one line which, added to the small winnowed garnering the world now possesses, may help to complete some harvest of perfection."

"That is the gist, it seems to me, of all philosophy as applied to oneself."

quirements of \$3.93 a share on the 639,525 no par common shares outstanding that date. This compares with \$3,869,665 or \$3.71 a common share in the previous fiscal year.

The company reported sales of \$87,165,627 and costs, including interest charges of \$158,922 and depreciation of \$988,031 at \$2,943,475.

#### General Foods Nets \$7,889,100

The General Foods Corp. reports for the first 6 months of 1932 net profits after income taxes and charges of \$7,889,100, equal to \$1.50 a share on 5,251,263 no par common shares outstanding. This compares with net profit of \$10,167,458 or \$1.93 a share on 5,256,350 shares for the parallel period of 1931.

#### National Biscuit's Net \$4,280,038

National Biscuit Co. reports for quarter ended June 30, 1932 net income of \$4,280,038 after taxes, etc., equivalent after dividend requirements on 7% preferred stock, to 61c a share (par \$10) on 6,289,263 shares of common stock.

This compares with \$4,219,958 or 60c a share on 6,286,238 common shares in preceding quarter and \$4,566,121 or 66c a share on 6,286,238 shares in the June quarter of 1931.

#### Corn Products Nets \$1.29

Corn Products Refining Co. reports for 6 months ended June 30, 1932 net income of \$4,153,381 after interest, depreciation, federal taxes, etc., equivalent after dividend requirements of 7% preferred stock to \$1.29 a share (par \$25) on 2,530,000 shares of common stock. This compares with \$5,494,267 or \$1.82 a share in first half of 1931.

#### Cream of Wheat 6 Months Earnings \$667,213

The Cream of Wheat Corp. and subsidiary report for the 6 months ended June 30, 1932 net income of \$667,213 after charges and federal taxes, equivalent to \$1.11 a share on 600,000 no par shares of capital stock. This compares with \$804,623 or \$1.34 a share in the first half of the previous year.

#### Wesson Oil Reports Profit \$1,172,941

Report of Wesson Oil & Snowdrift Co., Inc. and subsidiaries for 9 months ended May 31, 1932 shows net profit of \$1,172,941, after depreciation, federal taxes, etc., equivalent after dividends paid on \$4 convertible preferred stock to 32c a share on 600,000 no par shares of common stock. This compares with \$1,984,042 or \$1.50 a common share in corresponding 9 months of previous fiscal year.

### Making Tracks

A fat and puffing macaroni salesman with a heavy bag and sample case in hand dashed around a railroad station just as the train pulled out. He had lingered overlong with a hard buyer. He ran after the train but it soon left him behind.

He stopped, sat on his sample case, removed his hat and mopped his brow with his handkerchief.

"Trying to catch the train, mister?" asked an interested bystander.

"Oh, no," replied the fat salesman, "I was just chasing it out of the yards. It should not be allowed in here. Just look at the tracks it leaves."

### Machinery Dealer in Europe

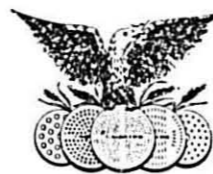
A. E. Kahn, president of Consolidated Products company, Inc., New York city, dealer in used machinery sailed on the S.S. "Bremen" July 28 for Europe where he will spend the summer visiting machine shops and food plants.

M. I. Cowen, secretary of the company started about the same time on a wide swing of the southern and western states. He sailed via Clyde Line for Galveston, Texas and thence will proceed leisurely to the west coast calling on old business friends, planning to return about Sept. 30.

## REFLECTION

We are independent of competition in so far as prices are concerned. Our quotations are based on guaranteed INSUPERABLE material and workmanship rather than on a competitive basis; thus, we have experienced that our success thrives on fair and honest exchange.

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, N. Y.

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

## QUALITY FARINA

Available in Round Lots

Milled by  
The Southwest's Leading  
Farina Manufacturers

The Moundridge Milling Co.  
Moundridge, Kansas

Our Farina improves the flavor of your product

**Heavy Production Presses.**  
**Cylinders Bronze Lined.**  
**Safe and Easy Operation.**  
**Max. Speed Minimum Power**  
**No Dough Sagging**  
**No Waste Loading**

THE CHARLES F. ELMES HYDRAULIC MACHINERY ENGINEERING WORKS  
213 N. Morgan St. SPECIAL MACHINERY Chicago



### Macaroni Vendor Works Racket

From Syracuse, N. Y. comes a report of court action against a new kind of racketeer. The defendant had a little racket all his own but mercy was recommended by the judge when it was learned that the prisoner's wife was ill and in need of sustenance.

The racketeer entered a retail store where he exchanged several packages of macaroni for cash, saying that his wife had purchased them and that he wished to return the macaroni as it was the wrong kind. On checking up the retailer found that the same racket had been worked on competitors that same day and police were soon put on the trail. In Lyons, a suburb, the defendant was caught red handed. His automobile was searched and a quantity of macaroni found, purchased at wholesale from a local jobber and to be sold at retail in the manner described. The head of the Syracuse firm that owns the brand proved that it had no knowledge that its products had been taken or were used in the little racket.

The defendant pleaded guilty, the justice recommended mercy and gave the racketeer a suspended sentence of 30 days.

### Moroccan Town With 365 Mills

By Colonel L. M. Robinson

MOROCCO as a holiday resort is well patronized, particularly by those who desire large doses of sunshine. It is a country of sorts, from vast plains with intense heat to mountain ranges with snow caps. Here, then, is the holiday makers' paradise; add the Moors, and you have all that could be desired in the way of novelistic romance.

From the point of view of the milling industry it is no less interesting. Its chief towns are Casablanca, Fez and Marrakech, all of which engage in milling. They are unique in that side by side, so to speak, with the old fashioned mill is a modern one of European construction. Casablanca has the largest number of these modern mills, chiefly perhaps, because it has the largest European population. The other 2 towns with a much greater size and population are remarkable for their adherence to old world

milling. For example, in Fez there are no fewer than 365 native mills actually working. These mills may consist of but one pair of stones, or a small disc mill, and some go to the extent of a modern roller mill or so. The motive power for these very primitive mills is no less old fashioned and varies from the owner's wife, via donkey and camel, to the owner himself who pushes the pole round in a circle, thus turning the stones. Of course for the roller mills or for those with more advanced ideas water, oil or gas provides the power.

The problem that faces the European miller in Morocco is undoubtedly his grist. It is not only various but highly contaminated with stones and dirt and mixed with other grain. It is not an infrequent occurrence to find 15% of barley in one's wheat and anything up to 5% of stones. Most of the European mills confine their attention to the grinding of hard wheat, which produces a large amount of semolina. Unlike other countries, however, macaroni is not much in demand and the semolina is used for a national dish called "Kous-Kous."—*Milling.*

### Feed In-laws Spaghetti

That all important of meals, the first for the new "in-laws," could be a spaghetti dinner. Here's a grand recipe for a spaghetti combination that's tasty and easy to make:

- 1 pound of ground round steak
- 1 green pepper.
- 1 onion.
- 1 large can of tomatoes.
- 1 box of spaghetti.

Salt the round steak, tomatoes, green pepper and onion (both of the latter of which are to be cut up into small pieces) and simmer in a covered frying pan for one hour. The spaghetti should be put on to cook separately in boiling salted water about twenty minutes before the other is done.

Serve the preparation with the meat on the bottom of the serving dish and the spaghetti, which should be well drained off, on top. Grated American and Italian cheese sprinkled over the spaghetti will give it an added flavor. Five people may be served generously with this recipe.

## Read Our Advertisements

They represent real news—that special information that serves as a guide to the careful and prudent—for the head of the concern,—for the plant superintendent,—for the production manager, who, by keeping posted on the particular advantages which may be got from time to time from the different sources of supply, broaden the scope of their usefulness and perform important economies at a time when good raw materials, efficient machinery are most needed.

**Our advertisements are interesting, instructive and the advertisers most worthy of your patronage.**

### To End Unethical Practices

Competitive problems facing many large and small business enterprises are being reflected in increased efforts to stamp out unfair and unethical trade practices and also in a greater willingness among the members of industry to promote harmony within their ranks, according to a recent statement by the chairman of the federal trade commission.

There is an increasing tendency on the part of the trade to call upon the commission to exercise corrective action, not only to protect itself against false representations by competitors who in some cases may use extraordinary means to sell goods, but to act as the medium for the development of self regulation under public supervision, he said.

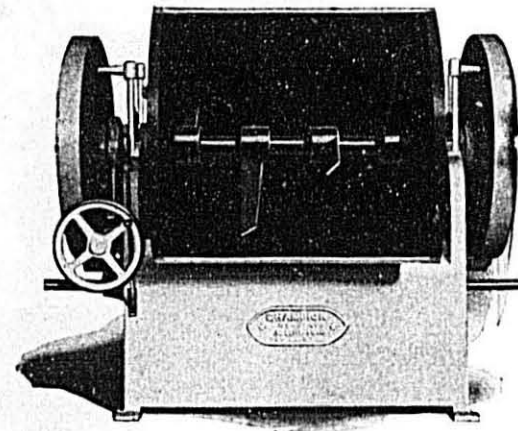
"The practices of a manufacturer or distributor, ignored by the trade a few years ago, are now the subject of close vigilance for their effect on an entire industry. The small man as well as the large is reported to the commission if his practices are believed to be unethical and the number of investigations which must be made pursuant to these applications has therefore increased.

"The temptation of a leading or dominating interest in an industry or trade group to 'hold out' in matters of trade practice conferences is observed to be lessened at the present time and the commission finds that there prevails a more sympathetic attitude among members of a group as each realizes the universality of economic stress. It makes for less quibbling at trade practice conferences with the commission and a more genuine desire to agree on trade practice rules."

### Planning for a Richer and Stronger America

"Our company has never made provision for a poorer and weaker America. We have always planned for a richer and stronger America. Thus far we have not been wrong. We are not making any provision for being wrong in the future. We have within a few years spent \$250,000,000, the better to fit ourselves for future business."—Myron C. Taylor, chairman board of the United States Steel Corp.

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



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

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

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

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

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

## CHAMPION MACHINERY CO.

Builders of Champions for 44 years

JOLIET

ILLINOIS



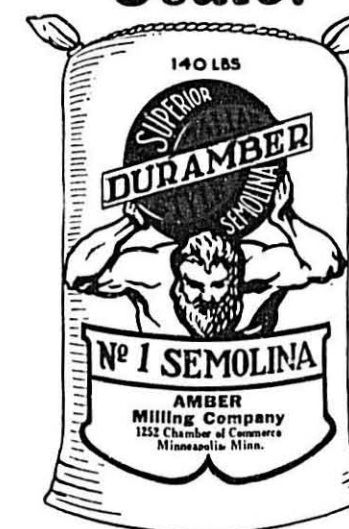
"Announcing"

Thru Your Patronage We  
Have Outgrown Our  
Present Quarters, and  
Announce to the Trade  
Our Moving  
into Larger Quarters to  
Better Serve You

THE STAR MACARONI DIES MFG. CO.  
57 Grand St. New York City

Volete Una Pasta Perfetta E Squisita

Usate!



Non V' E' Semola Migliore  
Guaranteed by the  
Most Modern Durum Mills in America  
MILLS AT RUSH CITY, MINN.

# Notes of the Industry

## Rebuilt Kentucky Plant

Rapid progress is being made in the reconstruction of the Kentucky Macaroni company plant at Louisville, Ky. which was damaged to \$140,000 by fire some weeks ago. Contract for the reconstruction was awarded some time ago and the work is rapidly nearing completion. Damaged machinery is being renovated and new machines being installed. Production is expected in the late summer. Joseph Viviano, president of the concern is supervising the reconstruction work.

## English Eat Less American Macaroni

Trade in macaroni products with the United Kingdom and Canada which were at one time this country's leading buyers of the foodstuff has dwindled to an alarming degree within the last year and may account for the heavy decrease in the United States exports of this product. An idea of the heavy loss to American manufacturer and shipper by the changed attitude toward macaroni prod-

## Airy Fairy Heads to Advertise

Believing that advertising in dull times gets more attention than it ordinarily would, President Guy A. Thomas of Airy Fairy Foods, Inc. plans a vigorous campaign of publicity for the various food products handled by the newly organized concern. Mr. Thomas was for many years associated with the Washburn Crosby company of Minneapolis. He has associated with him several well known business men of his home city.

Voicing confidence in the future for nationally advertised brands, Mr. Thomas announced the future policy of the company.

Airy Fairy Foods, Inc., with headquarters in Minneapolis, will market a family of foods under the "Airy Fairy" label.

In addition to Mr. Thomas, who is president, the other officers of Airy Fairy Foods, Inc., are as follows: Shreve Archer, R. W. Goodell, Clarence Hardenbergh, vice presidents; Martin Luther, general sales manager; George Hardenbergh, advertising director; A. B. Dean, secretary; P. J. Wedge, treasurer.

"A period of depression such as now prevails," Mr. Thomas said, "with lessened advertising of all kinds, gives to the manufacturer who has the confidence to place a new article upon the market a number of unusual advantages. With lessened advertising in the columns of the newspaper, the manufacturer who advertises today gets far more for his money, because there are fewer advertisers to compete for the attention of the reader.

"An article offered during times such

as we are at present experiencing, attracts far more attention than in boom times."

## Macaroni Imports and Exports

The official compilation by the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce covering the importation and exportation of macaroni products for May 1932 emphasizes the continued upward trend in the quantity of this foodstuff imported and gradual decline in the amount exported. Since early in the year the import business has taken a change and a steady decline has given way to a gradual improvement.

In May 1932 the macaroni, vermicelli and noodle imports were 199,669 lbs. valued at \$13,349, as compared with 183,055 lbs. worth \$14,817 for May 1931. Because of the lower per pound value this year's imports though higher in quantity were lower in total value.

For the first 5 months of 1932 the importation of foreign macaroni products total 975,708 lbs. worth \$70,125, just slightly higher than the 966,612 lbs. worth \$72,624 the imports for the first five months of 1931.

### Exports

The exportation of American macaroni, spaghetti and noodles continues its decline in quantity and value. In May 1932 the exports were only 187,155 lbs. worth \$13,152 as compared with 487,735 lbs. worth \$36,547, the exports in May 1931.

The same gradual decline is shown by

ucts manufactured in this country may be gained by comparing the exports of May 1931 with the latest figures compiled by government officials on shipments to these countries.

In May 1931 the United Kingdom (England, Scotland and Wales) purchased 80,758 lbs. of American macaroni for \$6,356.00. In May 1932 it purchased only 695 lbs. for \$87.00. In May 1931 there was shipped to Canada 171,228 lbs. of macaroni, spaghetti and noodles for a total of \$13,937.00. In May this year this business had fallen to 65,088 lbs. worth \$5,386.00.

## Incorporate New York Firm

From New York comes announcement of the incorporation of the Happy Hearts Macaroni Corp., through its attorney L. E. Ruisi of 1036 Bedford av. The capital stock of the firm consists of 20,000 shares distributed among the several stockholders. No details of the location

of the firm's plant or its personnel are given in the announcement.

## Organize Macaroni Company

The Ideal Macaroni company has been organized and incorporated in Cleveland, O. It will operate the plant formerly owned by Mrs. P. Ippolito, 2006 Scoville av. The principals of the new organization are Leo Ippolito, Ralph Dodero and D. H. Laurienzo. The capital structure of the organization consists of 250 shares of no par value.

## Midsouth Macaroni to Porto Rico

A total of 51,266 lbs. of macaroni produced in the mid-south states was shipped to Porto Rico last May through the port of New Orleans according to the local district manager of the Bureau of Foreign and Domestic Commerce. A much smaller quantity from the same section was shipped from the port of Mobile.

the figures covering the first 5 months of the year. From Jan. 1 to May 31, 1932 the exports totaled only 1,526,032 lbs. worth \$105,072 as compared with 2,398,664 lbs. worth \$182,021, the exports for the first 5 months of 1931.

Below is a list of the countries to which United States macaroni products were sent in May with quantities and value of the exports to each country:

Country	Pounds	Dollars
United Kingdom	695	87
Canada	65,088	5,386
British Honduras	1,150	81
Costa Rica	254	16
Guatemala	1,373	85
Honduras	11,294	520
Nicaragua	6,783	291
Panama	27,208	1,543
Salvador	218	10
Mexico	3,256	200
Bermudas	1,545	110
Jamaica	1,797	133
Trinidad and Tobago	52	7
Other B. W. Indies	778	71
Cuba	14,087	715
Dominican Republic	27,719	1,649
Netherland W. Indies	1,679	148
French W. Indies	441	33
Haiti, Rep. of	3,895	219
Virgin Islands	901	68
Surinam	50	0
Venezuela	822	110
China	1,623	150
Hong Kong	467	59
Japan	6,244	474
Philippine Islands	6,115	718
French Oceania	900	53
Union of So. Africa	584	59
Gold Coast	50	3
Nigeria	27	1
Hawaii	65,588	3,821
Porto Rico	66,510	3,315
<b>TOTAL</b>	<b>319,253</b>	<b>\$20,291</b>

Business is losing the fat in its head as well as at its waistline.

August 15, 1932

THE MACARONI JOURNAL

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## "Wash Your Hands"

By C. O. Sappington, M.D., Dr. P. H.,  
Director Industrial Health Division,  
National Safety Council

A basic rule of law provides that "he who comes into court must come with clean hands."

Likewise it might be said that one who would battle germs successfully must come into the "Court of Hygiene" with clean hands.

We continually demand it of our children—yet we ourselves very often overlook the importance of keeping our hands clean.

Disease germs are everywhere. Peek at a pin point under a high-powered microscope and you probably will find a whole colony of the little bugs. They cover the objects we come in contact with. One can scarcely touch a thing without picking up bacteria. If your hands are dirty the germs quickly find a welcome home.

Keep your fingers away from your mouth—and nose—especially in these days when the flu germs are flying about so fast. And just remember that infection is the enemy of cleanliness.

Dr. Lloyd Arnold recently conducted some interesting experiments at the University of Illinois which indicate that a clean hand will actually disinfect itself. He spread a coating of bacteria on a clean hand and a similar coating on a hand covered with dirt and grease. In 10 minutes 85% of the bacteria had

disappeared entirely from the clean hand while the wicked little guests remained to thrive in the grease and grime of the dirty hand.—*The Safe Worker.*

## Turning "Kick" to Profit

In this era of competition the grocer or the druggist who "hates a kicker" in any form, must change his attitude if he hopes his business to survive. No truthful man will deny that complaints are something irritating, but without criticism there is no true progress.

The grocer or druggist who has the right spirit is always ready to listen to a "kick." He is aware that knowledge of his deficiencies is best obtained through customers' complaints and he is eager to hear them so that he may know what to do to make his store a better one.

The wise grocer or druggist knows that to listen attentively to a complaint and to try conscientiously to remove the cause constitutes the kind of courtesy that makes a customer a friend, and when a man's customers are his friends his business is bound to grow.—*Seattle Star.*

## Sales Bills in R. F. D. Boxes

Business houses are not allowed to place sales bills, circulars and other matter in letter boxes along rural routes emanating from postoffices unless regular postage is paid and the mail matter is addressed, according to a recent statement

of the third assistant postmaster general. Rural carriers are instructed when mail matter is deposited in these boxes without payment of postage, to notify the sender of the amount of postage required on the matter and request him to furnish it.

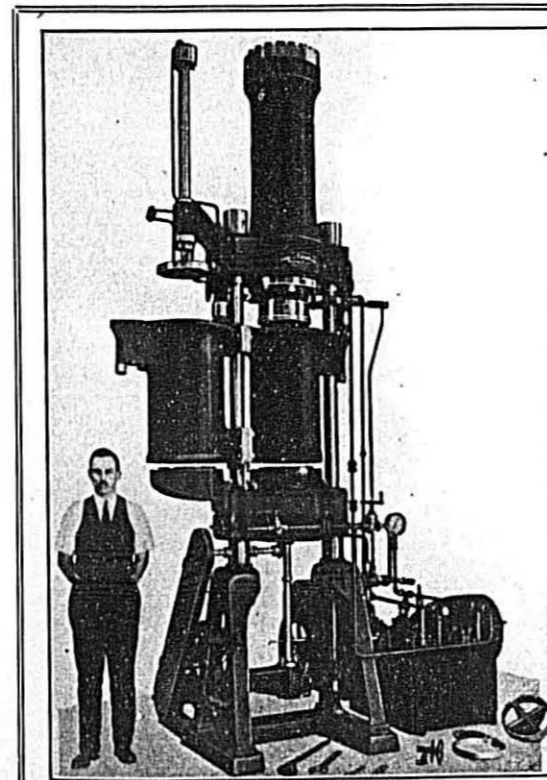
## More Advertising--- Less Price Cutting

"The public is getting tired of price appeal. In the long pull price appeal loses rather than gains in strength with each repetition. Price appeal will require the continuous stimulus of new reductions. The public is still appreciative of quality and 1932 will prove more successful to those who feature quality and service than to the price-cut weaklings."—*E. B. Moran, Executive of Bradstreet Co.*

## Safest Risk

"The safest risk in the world is a share in the future of the American people. The American people have at this moment one of the greatest opportunities in their history to show an assured confidence and an active faith in their own destiny which is the destiny of the United States."—*President Herbert Hoover.*

A handy way to follow a vegetable diet is to let the cow eat it.



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

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 Founded in 1903  
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Vol. XIV August 15, 1932 No. 4

### Questions and Answers NOODLES FORMULA

Quantities of Water and Different Kinds of Eggs Required in a Proper Mix

**Question**—(By a Massachusetts firm)  
 What quantity of WATER should properly be added to 100 POUNDS of FLOUR in making noodles?

**Answer**—(By Dr. B. R. Jacobs, Technical Adviser of National Macaroni Manufacturers association.)

The quantity of water to be added to 100 pounds of FLOUR to make a proper noodle mix depends—

- (1) On Kind of Flour Used.
- (2) On Kind of Eggs Used.
- (3) On Moisture Content of Flour.
- (4) On Kind of Machinery Used in Mixing.
- (5) On Results Desired by Manufacturer.

Normally a dough should contain approximately 30% moisture when it leaves the dough mixer. Assuming that the FLOUR has 14% MOISTURE and DRIED EGGS are used, the formula would be—

100 pounds of FLOUR  
 5 pounds of DRIED EGGS  
 39 pounds of WATER.

WHOLE EGGS contain 75% of MOISTURE and 25% of SOLIDS. Since the standard requires that a noodle contain an equivalent of 20 lbs. of WHOLE EGGS per 100 lbs. of FLOUR, the formula when WHOLE EGGS are used should be—

100 pounds of FLOUR  
 20 pounds of WHOLE EGGS  
 24 pounds of WATER.

EGG YOLKS vary considerably in solids and moisture. Assuming a yolk contains 40% SOLIDS and 60% MOISTURE, it would be necessary to use 12½ lbs. of yolk to comply with

the standard. Since that quantity of EGG YOLKS would contain 7½ lbs. of water, the formula for a batch in which egg yolks containing 40% solids and 60% moisture would be—

100 pounds of FLOUR  
 12½ pounds of YOLKS  
 31½ pounds of WATER.

These formulas are only approximations and serve merely as a working basis to suit variable factors.

### Swiss Macaroni Consumption

Macaroni products or alimentary pastes as Europeans prefer to call this food are becoming more and more popular in Switzerland and a recent survey shows that consumption is now in excess of 30 lbs. per capita annually. This increase is noticeable not only in the Swiss-Italian canton of Ticino, but in German Switzerland and in French Switzerland as well. So popular has this food become that the bread baking industry is beginning to worry about the consequent reduction in the output of its bakeries.

The recent government census of manufactures in all the Swiss cantons shows that there are in operation in that country nearly 75 plants producing a total of about 125,000,000 lbs. yearly of this foodstuff in its varied forms. Practically all of the wheat or semolina used in macaroni making has to be imported, much to the chagrin of the Swiss wheat farmer whose grain is not suited for making the better grades of this filling and pleasing commodity.

### Under New Management

President George W. Bernhard of the Milwaukee Macaroni company is very cheerful over the future of that firm since it underwent a complete reorganization last February, when a new staff of directors was elected. Practically all the obligations inherited by the new management are being satisfactorily adjusted, including the bonds issued in 1927 secured by a first mortgage of \$90,000 on the firm's plant at 3210 North Pierce av., Milwaukee, of which \$40,000 has been retired. "Our factory is running at near capacity production which is good considering the usual dull summer season, and our sales are exceeding those of corresponding months last year. The future outlook is brighter than for some time," says President Bernhard.

### Distinguish Genuine Bargains

Consumers are becoming uncanny in their ability to select the exceptional bargains or loss leaders from a wide array of articles offered at "special sale" prices, according to trade comments reported in the Business Week.

An owner of a department store, for example, doing over \$10,000,000 annually, stated that buyers in most of his departments are proposing to discontinue the offering of exceptional bargains. They have found that out of a full page of advertising, Mrs. Consumer will unerringly pick the few small lines that represent

the best value for the money. He states that in recent months the tendency has been for the consumer to come and buy the one article and serenely pass up all the other longer profit items which the merchandise manager has arranged to put temptingly in her way. Loss leaders come to be merely that; they lead to losses rather than to extra sales.

This experience is reputed to be general among merchants, with chain stores and various lines using loss leaders as a part of their merchandising policy having noted the trend.

### Secretary's Ruling

18703. Alleged adulteration of spaghetti and macaroni: U. S. v. 9 Cases of Spaghetti, et al. Cases dismissed at cost of the Government. (F. & D. Nos. 26153, 26154, I. S. Nos. 6797, 6798, 6799. S. Nos. 4464, 4465.)

Examination of samples of spaghetti and macaroni from the shipments herein described having shown that the articles contained undeclared artificial color, the Secretary of Agriculture reported the matter to the United States attorney for the Southern District of Alabama.

On April 1, 1931, the United States attorney filed in the District Court of the United States for the district aforesaid libels praying seizure and condemnation of 9 cases of spaghetti and 34 cases of macaroni at Mobile, Ala., alleging that the articles had been shipped by J. Cusimano & Co., from New Orleans, La., in part on or about October 1, 1930, and in part on or about January 14, 1931, and had been transported from the State of Louisiana into the State of Alabama, and charging adulteration in violation of the food and drugs act. The articles were labeled in part: "Patriot Brand Spaghetti [or 'Macaroni'] Mfd. by J. Cusimano, New Orleans, La., Yellow Spaghetti [or 'Macaroni']".

It was alleged in the libels that the articles were adulterated in that they were colored in a manner whereby inferiority was concealed.

On July 16, 1931, the cases having come on to be heard on motion of Taylor Lowenstein & Co., Mobile, Ala., claimant, and the court having found that the articles were intended for and were plainly marked for export, that the coloring matter had been added in accordance with the instructions of the foreign purchaser, that none of the goods was sold or offered for sale for domestic consumption, and that there was no law of the country to which the goods were to be exported prohibiting the addition of coloring matter, it was ordered by the court that the cases be dismissed at the costs of the United States.

ARTHUR M. HYDE, Secretary of Agriculture.

### Noocheeto

"Noocheeto"—what a queer name for a very tasty dish! Just a new name for noodles and cheese but a delightful combination that is easily prepared and one that may be served with equal satisfaction in the home or in camp. Its tastiness and its queer name should make it popular.

#### Ingredients

1 package wide egg noodles  
 6 to 8 ounces cheese  
 1 can tomato soup (or 2 tbs. tomato paste)  
 Salt and pepper

#### Method

Break egg noodles into boiling salted water and boil until tender (about 15 minutes). Drain off surplus water and add tomato soup or paste and grated cheese. Stir constantly till cheese is thoroughly melted, letting the whole mass boil a few minutes. Serve on toast. Enough for 3 or 4 persons.

## Minnesota Macaroni Co. Has Ten Years of Growth

St. Paul Concern, One of Leaders in Its Field, Utilizes Full Block for Plant

By L. D. PARLIN  
 In St. Paul Dispatch Aug. 1, 1932

Forty years of steady growth in St. Paul has made the Minnesota Macaroni Co. one of the leaders in its field.

When the company was founded by Eugene T. Villaume it occupied a few rooms at 158 West Third st. Opportunities afforded by the St. Paul trade area enabled it to develop and expand until today the plant occupies an entire block on West Fairfield av.

Its products are sold throughout the mid-west, northwest and Pacific northwest.

The Minnesota Macaroni Co. was the first macaroni plant in the United States to use durum semolina, milled from durum wheat.

As a result of that step the domestic demand for durum, which is grown principally in the northwest, was expanded greatly. It is used now by practically all large manufacturers of macaroni.

Confident of the continued growth of the St. Paul territory, the Minnesota

company has added new equipment to its plant in the past year and taken other modernizing steps in order to be in the best position for taking advantage of improved general conditions.

"We know from experience that it pays to have faith in St. Paul and the northwest," said Eugene T. Villaume, president. "This territory, with its solid agricultural foundation, has every reason to be optimistic today. The bumper crop which is being harvested will aid the entire region."

"I am the upstart son of a downstart."—George Bernard Shaw.

### Advises on Care of Macaroni

Through the various channels of distribution the Cumberland Macaroni Manufacturing company of Cumberland, Md. is carrying on an educational campaign on the proper care of macaroni products in storage as a means of elim-

inating a heavy annual loss to both distributors and manufacturers. The literature distributed on the subject is in both English and Italian and has received a warm welcome from all recipients. The pamphlet reads, in part:

"Because our interests are common permit us to call your attention to 3 simple rules for the proper care of macaroni products that will benefit us both, avoid unnecessary claims for spoilage and insure delivery of fresh macaroni products to the consumer:

1. Keep the place where macaroni is stored scrupulously clean. Have it swept thoroughly and regularly and fumigated frequently.
2. Always have old stock turned out first. This is important. Over 90% of the macaroni claims are caused by not moving the oldest goods first.
3. Keep your macaroni stocks in a dry, cool place away from the sun. Don't pile macaroni in a damp basement, on hot top floors or in front of windows that are exposed to the sun. Keep all odorous articles away from macaroni.

"The loss on macaroni products to the trade has amounted to millions of dollars in the past. Practically all of this could be avoided if the above simple instructions were followed."

The plan is recommended for more general use by manufacturers and distributors as an unflinching way to reduce heavy losses from spoilage through improper handling and storage.

"Prosperity will return when men cease trying to restore the past and begin to build for the future."—Walter Lippmann.

## THE CAPITAL TRIO



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**CAPITAL FLOUR MILLS**

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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

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**Prize Winner  
Thanks Association**

During its 3 decades of useful existence the National Macaroni Manufacturers association has accumulated an inestimable quantity of macaroni material that has been found useful in many ways. In April the Western Macaroni Manufacturing company of Salt Lake City, Utah supervised a contest offering for first prize a General Electric refrigerator. The women of Utah and nearby states immediately became intensely interested and sought information on macaroni products from every known source. Some appealed to the National association and from its almost inexhaustible supply were sent pamphlets, booklets, reports, etc.

The winner of the first prize was Mrs. Henry Raile, 19 Wolcott st., Salt Lake City. Her appreciation of the help given by the National association and of her winning composition are reproduced herewith:

**Appreciation**

Salt Lake City, Utah  
June 24, 1932.

M. J. Donna, Secretary  
National Macaroni Manufacturers Association,  
P. O. Drawer No. 1, Braidwood, Ill.  
Dear Mr. Donna:

In April you were kind enough to send upon my request several booklets about macaroni and its uses. I sincerely appreciate your generous response and am sure you will be pleased to learn that with your cooperation I won the first prize, a General Electric refrigerator.

Inasmuch as "Queen's Taste" is the trade name for Western Macaroni Products, I dressed a 27 inch lady doll as a queen. She was beautiful and exquisitely perfect in the minutest detail. In her hand she held a parchment proclamation, printed, illuminated and officially sealed like an old manuscript. This

was my 100 word winning letter, copy of which I am enclosing.

I have won several contests, and find the thrill in winning first prize is not in the value of the prize alone, but the joy of winning in competition with thousands. The booklets you so kindly sent me were my best source of macaroni information so you may know how sincerely I appreciate your cooperation.

Thanking you and wishing you and your Association continued prosperity, I remain

Respectfully

Mrs. Henry Raile.

**THE WINNING CONTRIBUTION**

Beloved Epicureans:

Be it officially declared, I do this day set the Royal Seal of superiority upon WESTERN MACARONI PRODUCTS, and proclaim them, following extensive tests, to be the QUEEN'S TASTE. Therefore, by authority of Common Sense, and prompted by sincere interest in Human Welfare, I command any people to use, in generous proportions, these delicious, wholesome foods.

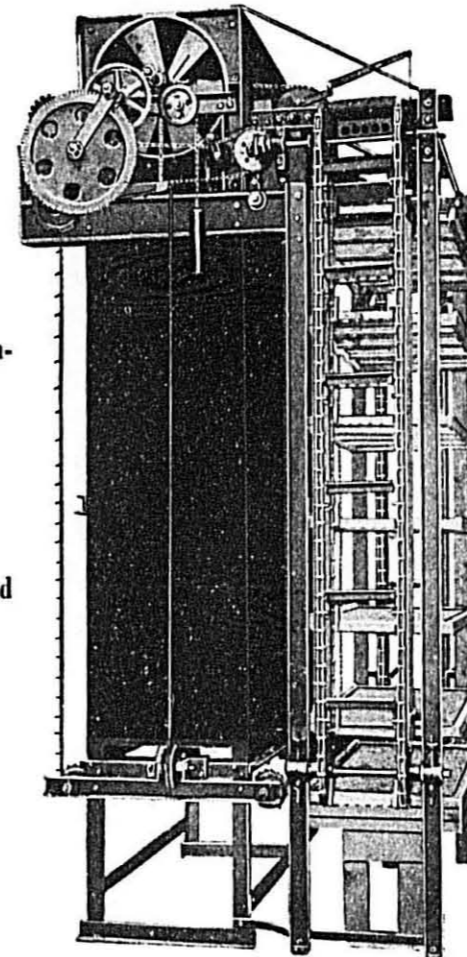
Dietetic research demonstrated them to be high in calories, unexcelled muscle, brain and nerve builders, readily digested, almost wholly assimilated, satisfying, substantial and universally palatable. Scientifically declared "Perfect Food," QUEEN'S TASTE PRODUCTS rightfully deserve first place in your menus.

QUEEN DIETDELITE.

Witnessed—Spegmacnoodle  
Chancellor of Digestion

Signed, Sealed and Witnessed This  
The Fifteenth Day of May In The Year  
Of Our Lord Nineteen Hundred Thirty-  
Two.

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*...we know where it is!*

PILLSBURY takes no chances on its durum supplies. During the growing season, Pillsbury representatives go out into the durum-raising sections, and carefully check the condition of the crop in various areas. Then, when the wheat begins to come in, Pillsbury knows where to look for the finest durum.

Every conceivable test is then given to prove the quality of this wheat, including experimental milling of small lots, and the actual making of macaroni from these test batches. After the final wheat blend is determined, then hourly laboratory tests are made during the milling process. And as a last and final check on color, strength and uniformity, Pillsbury operates a

small macaroni plant, equipped with commercial power equipment, in which test batches of macaroni and spaghetti are constantly being run.

Every possible care is taken to insure the uniform high quality of Pillsbury's Best Semolina and Pillsbury's Best Durum Fancy Patent. It is possible for you to buy semolina at lower prices than Pillsbury's. But when you get a shipment of Pillsbury's Semolina, *you know what you've bought*, and you know that the reduced operating costs and improved quality made possible by Pillsbury's Semolina will actually save you money in the long run.

PILLSBURY'S *Semolina*