

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 10**

**February 15,
1932**

The Macaroni Journal



Minneapolis, Minn.

February 15, 1932

Vol. XIII No. 10

Self-Help

Our Industry's Prime Necessity

Conditions call for more intelligent planning and more sincere cooperation.

Manufacturers are urged to consider the following means of helping themselves and the whole industry:

- 1--Improved service to distributor.
- 2--Higher grade products to consumer.
- 3--Entire elimination of unsound prices.
- 4--Extermination of all unethical practices.
- 5--Intelligent cooperation with fellow manufacturers through the National Association.

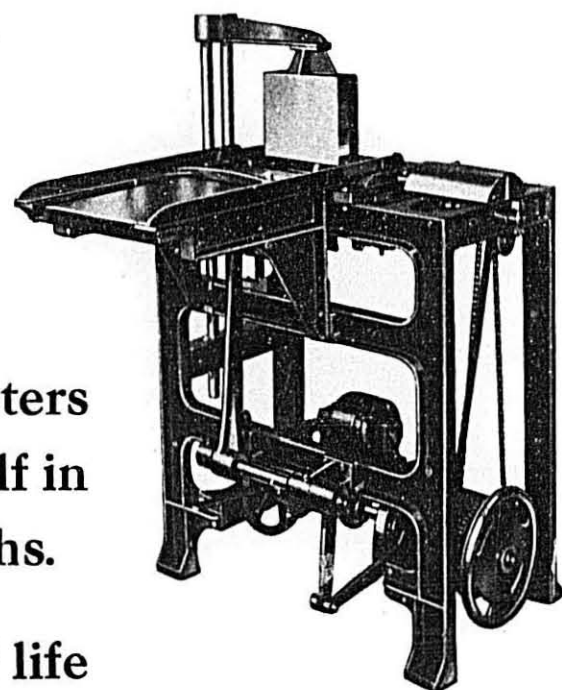
A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

This Modern Machine Pays For Itself *Promptly*

With a small average daily production of ordinary size cartons, the Peters Junior pays for itself in three to four months.

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

Send today for details



The
New Peters, Jr. for
forming and lining
cartons

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



Peters Machinery Co.

GENERAL OFFICE AND FACTORY

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



"Do not worry; eat three square meals a day; say your prayers; be courteous to your creditors; keep your digestion good; exercise; go slow, and go easy. Maybe there are other things that your special case requires to make you happy, but, my friend, these I reckon will give you a good lift."

—Abraham Lincoln.

LINCOLN, The Unconquerable!

By JAMES EDWARD HUNGERFORD

For years he knew naught but defeat
At ev'rything he tried;
Whate'er he strove to do, he'd meet
Rebuffs from ev'ry side;
Grim failure loomed on ev'ry hand
To shatter dreams he dreamed;
No matter WHAT, or HOW, he planned,
'Twas futile, so it seemed.

Born in an humble woodman's cot;
Sore handicapped from birth,
He fought for ev'rything he got—
Against the odds of earth!
"Depression" was his daily fare,
Through years of ceaseless strife,
Bowed down by ev'ry worldly care,
Throughout his martyred life.

Through endless trials, his great heart bled;
His was the thorny-crown,
But on he fought, when hope seemed dead—
No odds could keep him down!
He drank deep of the hemlock-cup,
And downed the dregs of gall,
And now the world to HIM looks up—
Who TRIUMPHED over all!

All Rights Reserved



Utterly Dependable

TO 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

THE MACARONI JOURNAL

Volume XIII

FEBRUARY 15, 1932

Number 10

Modern Association Activities

Like most all trade associations that have survived the rigors of the past year or two the National Macaroni Manufacturers Association has properly and courageously determined to carry on when assured of the moral and financial support of the better element in the trade. That was the unanimous opinion of those who attended the midyear meeting of the trade in Chicago last month, numbering about a half hundred interested members from the territory between the Atlantic seaboard and the Rocky mountains. Wise and timely was their decision.

Since the World war the macaroni manufacturing industry has grown by leaps and bounds until today its potential production capacity is greatly in excess of the natural consumer demand for macaroni, spaghetti, egg noodles and other forms of these products. There was a time when the economic need of this country justified establishment of new macaroni factories and the utmost enlargement of old plants, but that point has passed many years ago and the industry is today paying a penalty for what many are pleased to term "overinflation" a business without compensating increase in consumer demand.

Thinking leaders early recognized the situation and attempted to provide the "compensating increase in consumer demand" by launching a nation wide macaroni publicity campaign, extending over a period of four years. With the collapse of this activity last fall all hopes of balancing production and consumption of macaroni products were momentarily abandoned. Cooperative national advertising of macaroni products by the macaroni manufacturers themselves is undeniably a paramount necessity if this food is to become as popular in our American homes as it deserves, but it is equally certain that another such campaign is planned there will be found a selected group of manufacturers who are "publicly conscious" and who operate along lines that will permit them to profit most from such an activity.

At the important, well attended meeting above referred to, the manufacturers present long and carefully considered the general policies of the National Macaroni Manufacturers Association that for nearly twenty eight years has patiently borne the burden of fully and faithfully representing an industry with diversified interests. That it has succeeded in representing the various groups composing the trade, all of whom have the welfare of the trade second in their hearts only to the success of their individual business, speaks well for the regard in which the national organization is held by the

several elements and the friendly attitude usually manifested toward all its activities.

No radical change in the general policies of the association will be made. In every possible way it will continue its attempts to educate the manufacturer in every possible way. It will continue to stress the serious need of closer and better acquaintance, a clearer understanding of the laws governing production and distribution, a fuller realization of the basic business principle that ruinous price wars are most always attributable to lack of cost knowledge and that an industry like ours can gain its objective of better foods and better service to the consumer by presenting a united front to any and all agencies within or without, that seek to impede or retard natural progress.

That, in brief, summarizes the activities that will engage the attention of the officers and members of the National Association this year and in the years to come. To carry out these activities successfully and to help solve problems that may from time to time present themselves, the help of all the progressive manufacturers should be given willingly and unstintingly. Upon their willingness to contribute to this work in personal time, thought and energy will greatly depend, not only the well being of the organization but the progress of the industry.

The officers of the National Association have already been inspired to greater efforts because of the support given them by the loyal members and by several former members who have voluntarily enrolled themselves on the side of those who so unselfishly cooperate in the trade association movement. On all sides increased interest is being manifested in the work of the organization and despite the setback sustained some months ago and the uncertainty of the moment, the macaroni manufacturing industry will triumph over the depressing elements that momentarily retard natural progress.

During its long and useful existence the National Association has had a profound influence in stimulating the feeling of cordial relationship and cooperation with other influential allied groups and between elements in the industry. Through this medium the manufacturers have been made to achieve a clearer understanding of the rights of others, recognition of which is one of the first principles of ethical business.

Properly supported the National Association should live long to effectively serve, first those who compose its membership and the industry as well. Welcome always will be the support of the progressive business men in the trade to help us maintain our high and noble objective.

National Association Policies Discussed

Midyear Meeting Considers Important Matters---Special Attention to Selected Activities Advised---Code of Ethics, Standards, Membership, Etc., Talked Over

The leading topic of discussion at the midyear meeting of the National Macaroni Manufacturers association at the Palmer House, Chicago on Jan. 26, 1932 was the future policy of the organization. Association members, allied tradesmen and former members favorably inclined to readmission into the organization took part in the meeting that laid the basis for activities to be sponsored by the National association. The decision was in favor of an aggressive policy along several lines in which practically the entire industry is directly concerned and which both Association members and nonmembers can fully support.

Time for Determined Action

The meeting was called to order by acting President G. G. Hoskins who asked the secretary to read the official call of the meeting. Mr. Hoskins referred to existing business conditions as warranting more determined united action by the macaroni industry in order to conserve its interests. He asked that the representatives of 50 firms discuss all matters pertaining to the Association's future welfare, openly and freely, assuring all that consideration would be given all fair proposals.

The future membership policy of the National association came in for much discussion and many ideas were presented. During 1931 membership in the National Macaroni Manufacturers association was made contingent on subscription to the macaroni advertising campaign. As a result some of the former members were eliminated from the membership roll last year. With the closing of the publicity campaign the Association's membership reverted to its former basis of volunteer members, paying a graduated scale of dues based on plant size.

Selected Membership

Frank Traficanti of Traficanti Bros., Chicago proposed a plan of selected members, confined to firms that were ready and willing to support selected activities, arguing that such members would be more vitally interested in organized action and could be depended on to do their full share in supporting the organization.

John Ravarino of Mound City Macaroni company, St. Louis stated that the time had evidently been reached when the macaroni industry needed a trade association "with teeth" and suggested the adoption of more aggressive policies.

R. B. Brown of Fortune-Zerega company, Chicago suggested that the ideal objectives of the macaroni trade associa-

tion might be attained through a dual organization with a separate section for members that specialize in selling packaged macaroni products and another for those whose output is principally in bulk.

Merchandising Difficulties

C. B. Schmidt of Crescent Macaroni and Cracker Co., Davenport, Iowa declared that the National association has already done an inestimable amount of good for the industry. Present difficulties seem to be more in the merchandising end of the business. He suggested that the National association for the present foster only those activities to which nearly all manufacturers of all classes can subscribe, leaving details to be worked out later as a natural sequence.

James T. Williams of The Creamette company, Minneapolis and former president of the National association recalled that it was his experience that the organization should serve as a school in which all manufacturers should be trained to closer cooperation, more ethical business practices and a higher regard for each other through personal acquaintance promoted by unrestricted memberships. He still subscribes to the motto of the National association, "First, the Industry; then, the Manufacturer."

Bulk-Package Division

To get the viewpoint of the allied trades A. J. Fischer of Pillsbury Flour Mills company, Minneapolis was called upon. He expressed the opinion that the so-called bulk manufacturers are now more nearly than ever before "package men" and that if some sort of dual arrangement could be worked out wherein the National association would be the parent body with a bulk and package division to deal specifically with problems that relate to each, the ideal association may be the result.

Without formal vote it was quite generally agreed that the National association should continue with its broad policy of serving the whole industry to the best advantage offered by the support voluntarily accorded by the macaroni and noodle manufacturers who appreciate the value of organization and self determination, with as little government interference as possible in the macaroni business.

Distribution Of Balances

To keep the subscribers to the macaroni advertising campaign fully advised of the status of the fund, Chairman R. B. Brown of the Board of Advertising Trustees gave a detailed account of the committee's action to date. The final closing out of the advertising fund, he reported, would be delayed pending set-

tlement of suits started to compel delinquent members to pay on overdue notes. All indications are that satisfactory settlements will be made in most of the few cases in that category and the distribution of balances, small as they may be, should be made in the early spring.

In that connection, Association Director Gioia of A. Gioia and Brother, Rochester, N. Y., expressed the belief that most of the former subscribers to the advertising fund (having in mind the leading bulk men in the east) would be glad to leave their respective shares of the advertising fund balance in the general fund of the National association for use in furthering activities now under way and needed financial support. The members of the Board of Advertising Trustees were to feel out the subscribers of this point though they were instructed to make the distribution when ready to close out the account.

Will Require Funds

Mr. Gioia had in mind financing the work of the Educational Committee and the passage of legislation as recommended by the Quality Committee, both of which will require funds not otherwise available under the new dues arrangement.

Chairman Tharinger of the special research and standard committee to labor for closer coordination of the manufacturers and law enforcing authorities in this matter.

Value of Cooking Schools

Cooking schools as conducted by newspapers serve a useful purpose, said Ad-ther Tharinger in introducing this subject but the misuse of them was causing much harm and little good in some localities. Walter Villaume of the Minnesota Macaroni company, St. Paul and W. A. Casper of Pfaffman Egg Noodle company, Cleveland told briefly of their experiences with cooking schools. The general conclusion was that each activity along that line should be given special study by manufacturers interested, satisfying themselves of its worthwhileness before becoming party to the affair.

Egg Noodle Standards

Varying methods of making analysis of egg noodles and the consequent misunderstanding resulting therefrom were discussed at length by Albert K. Epstein of Epstein, Reynolds and Harris, Chicago National association. He said that time weather conditions and other elements of the customer and conditions surrounding each claim usually determining manufacturer's decision, but he felt requirements. He recommended a special

Macaroni Trade Winds

Culled From Early February Items

The Bureau of Labor Statistics reports that in December the wholesale prices on 550 commodities had declined about 3% from the November level. The decline was nearly 15% from the prices that prevailed in December 1930.

*** Tobacco smokers apparently do not mind a business depression. Directors of Liggett & Myers Tobacco company last month voted an extra dividend of \$1 on each share of common stock in addition to its regular quarterly dividend.

*** Sears, Roebuck & Co. put into effect on Jan. 30, 1932 a general salary and wage reduction of from 5% to 10%.

*** United States oil will get protection against competition from foreign oils if Senator Capper of Kansas succeeds in getting Congress to adopt his proposal to place a tariff on oil imports based on foreign costs.

*** A seat in the New York Stock Exchange sold last month for \$150,000, off \$2000 from the last transaction, but still much more than would buy a real, modern macaroni plant.

*** The value of the 1931 wheat crop in Canada was estimated at \$717,080,000 as against a value of only \$204,693,000 for the 1929 crop. Production was 304,144,000 bus. as compared with revised figures of 420,673 bus. in 1930.

*** Better on Jan. 20 hit the record low in the Chicago market. The bottom price was 22½¢ a lb., equaling the record low of February 1931.

*** In a recent month, the Food and Drug Administration reported seizures of 73 consignments of foods

and drugs found in violation of the federal food laws and in 59 cases recommended prosecution of the shippers. To the credit of the macaroni makers it can be stated that none of their products was included in the 73 seizures reported.

*** The attendance and enthusiasm of the foods crafts at annual canners convention, usually a waning of the grocery trade, would indicate that things are considerably below normal, but hopeful.

*** The United States Steel company has cut its quarterly dividends to 50¢ a share on its common stock.

*** The American Tobacco company voted an extra \$1 special payment on the common and B shares, crediting heavy, consistent advertising as a great sales help that made possible the extra dividend.

*** As the cumulative result of last year's credit difficulties and bank failures leaders in the canning industry forecast a reduced food pack for 1932.

*** Furniture orders declined about 25% in 1931. Unfilled orders at the close of the year represented approximately 9½ days production under present operating schedules.

*** The Hamilton Watch company passed its quarterly dividend on the preferred stock.

*** Curtis Publishing company declared a quarterly dividend of 50¢ a share placing the common stock on a yearly basis of \$2 against the \$4 heretofore paid.

*** Sears, Roebuck & Co. reported a net profit of \$12,169,672 for 1931, equal to \$2.47 a share on its 4,950,530 shares outstanding at the close of the period.

research and standard committee to labor for closer coordination of the manufacturers and law enforcing authorities in this matter.

The subject promoted quite a lively discussion of the effects of the mild winter season on weevil development in macaroni products, education of jobbers and retailers to move old goods first and the value of proper drying in weevil prevention.

Dr. B. R. Jacobs of Washington, D. C. expressed the view that more than 50% of the infestation can be traced to outside sources. A. J. Fischer suggested an Association Bulletin to distributors giving information as to the proper care of the products while in storage or on shelves. E. Z. Vermeylen of A. Zerega's Sons stated that his firm has been labeling all macaroni cases with a special label which states that "All macaroni products are perishable."

The whole subject matter was referred to the members for further study and probable action at the June convention of the association.

Proposed Quality Legislation

Chairman Martin Luther of the special Quality Committee appointed at the 1931 convention of the National association to study the effects of the federal law which requires the labeling of all sub-standard canned foods and if practical

to recommend similar legislation for macaroni products, reported that it was satisfied that the canned foods law has produced good results and held greater future promises. His committee recommends legislation approved by the U. S. Department of Agriculture to cover macaroni products. A suggested bill to amend the present laws to that effect was read by Dr. Jacobs; it was being referred to the board of directors for approval before any attempt was to be made to gain its passage by the present Congress.

The midyear meeting was about the best of its kind ever sponsored by the National association both from the point of attendance and the importance of the subjects considered. That there is work which the National association can best do, all were agreed. On the other hand it was also agreed that special attention should be confined to several selected activities that promise greatest immediate returns and benefits to the trade. Among those seen at the meeting were: G. G. Hoskins, Foulds Milling Co., Libertyville, Ill.; Alfonso Gioia of A. Gioia & Bro., Rochester; Conrad Anbrette of Consolidated Macaroni Machinery Corp., Brooklyn; B. R. Jacobs, Association Washington representative; C. G. Rosotti, Rosotti Lithographing Co., New

(Continued on Page 20)

Macaroni Educational Section

By B. R. JACOBS, Washington Representative

Durum Wheat Standards---Rancidity of Macaroni Products

The United States Department of Agriculture is making a study of 2 problems of vital interest to the macaroni industry. The first is an investigation of the present standards for durum wheat and the second a study of rancidity in food products.

Regarding the standards for durum wheat it is believed the official standards may not meet the present day commercial requirements and it is proposed by the Department of Agriculture that if the study now being made shows them to be inadequate they will be revised to more nearly conform to present and future needs.

The present standards for durum wheat exclusive of Red Durum provide for two sub-classes as follows: (a) Amber Durum which includes wheat of the class durum consisting of 75% or more of hard and vitreous kernels. This sub-class should not include more than 10% of wheat of the variety Red Durum, and (b) Durum which should include 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. The proposed revision provides for 3 sub-classes as follows:

Sub-Class (a) Hard Amber Durum

This sub-class shall include wheat of the class durum consisting of 75 (80) per cent or more of hard and vitreous kernels of amber color. This sub-class shall not include more than 10% of wheat of the variety Red Durum.

Sub-Class (b) Amber Durum

This sub-class shall include wheat of the class durum consisting of 50 (60) per cent or more but less than 75 (80) per cent of hard and vitreous kernels of amber color. This sub-class shall not include more than 10% of wheat of the variety Red Durum.

Sub-Class (c) Durum

This sub-class shall include wheat of the class durum consisting of less than 50 (60) per cent of hard and vitreous kernels of amber color. This sub-class shall not include more than 10% of wheat of the variety Red Durum.

The proposed sub-class "Hard Amber Durum" would require the same texture specifications as the present sub-class "Amber Durum," although it is suggested that "Hard Amber Durum" should require 80% hard, amber kernels. The present sub-class Durum may have anywhere from 74% to no hard, amber kernels. The proposed sub-classes "Amber

Durum" and "Durum" would split the present sub-class "Durum" into a sub-class "Amber Durum" requiring a minimum of either 50 or 60% hard, amber kernels and a sub-class "Durum" having less than 50 or 60% hard, amber kernels.

It has been suggested by those who propose the revision of the Durum sub-class specifications that under 3 sub-classes semolina values in Durum wheat would be differentiated better for millers and manufacturers than under the present 2 sub-classes, one of which permits a range in percentage of hard, amber kernels from 74% to zero.

Objections that have been made to the additional sub-class of this class of wheat are as follows: First: that it would require additional bins in warehouse procedure and second: that it would complicate inspection procedure.

The Department of Agriculture is studying these objections and will probably submit the results of this study to the grain industry at future public hearings. In the meantime it has requested me to present this matter to the macaroni industry for its information as to the merits or demerits of this proposed revision from the point of view of the manufacturers of macaroni products.

The Department has not as yet come to any conclusion as to the advisability of adopting these proposed changes. They are only in the investigational stage and unless there is some well founded reason for it they will not be adopted.

The other problem of interest to the macaroni industry that the Department of Agriculture is studying is rancidity in food products. For a long time rancidity has been the bugbear of the food manufacturer. It has been well known that light, air and moisture are the principal causes that bring it about. Rancidity is caused by the breaking down of the fats to form peroxides, aldehydes and ketones. Many attempts have been made to stop this breaking down of the fats by using antioxidants such as are already used in the preservation of rubber but most of these can not be used in foods.

The Department of Agriculture has had its eye out for a suitable anti-oxidant and has found that ultra violet light induces rancidity in food products. It was found for example that food exposed to ultra violet light becomes rancid in a few days. This suggested that perhaps the absence of ultra violet light would retard rancidity. Food of high fat content was placed in colored bags, red, yellow, green, brown, black, etc. and it was found that only black and green prevent rancidity when exposed to the ultra vio-

let light. This encouraged the experimenters to try cereals, cakes, crackers, flour, corn, oatmeal, butter, lard, mayonnaise, potato chips, salad dressing and many other oil and fat bearing foods. In all the instances it was found that when these products were exposed in green or black bags to ultra violet light the keeping quality was materially improved, while the same foods placed in bags of other colors and exposed to ultra violet light became rancid in a few days. It was also found that all shades of green were not proof against rancidity and a test was made to determine the exact range of green that was best adapted to retard the breaking down of the fats. It was found that black bags that kept out all light retarded rancidity the most, but sextant green or that green which approaches grass green or chlorophyll green prevented the exposure to ultra violet light and therefore retarded rancidity. It was also found that food exposed to sunlight became rancid sooner than the same food exposed in the shade. The method for determining the suitability of a container for retarding rancidity in foods is to allow light to pass through the container and then through a test tube containing a solution of quinine sulphate. If the quinine sulphate solution shows a tint of violet or purple it is evidence that the proposed container allows the ultra violet light to pass through it and is therefore unsuitable for preventing rancidity but if the color of the quinine sulphate solution is water-white it is evidence that the ultra violet light has been absorbed by the container and that therefore the food in the container has not been exposed to it.

This discovery has a large application in the food industries as most fat and oil bearing foods must be moved fast after they are exposed on the grocers shelves. If they do not move fast they must be returned to the manufacturer who must stand the loss. It has been found that an inner green lining or a properly colored cellophane container is sufficient to protect most food products.

Experiments are now being made with macaroni products to determine to what extent rancidity in them can be overcome by protection with proper wrapper color.

The chap who knows just what to do beforehand, earns his hire—one can learn much about first aid while rushing to the fire!

Are we "sellers" or "givers"? For answer, consult your ledgers.

February 15, 1932

THE MACARONI JOURNAL

9

What Gold Medal Is Doing to Aid Manufacturers of Macaroni Products

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

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

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

To aid Semolina manufacturers in overcoming technical manufacturing problems, Gold Medal Millers have provided the free services of highly experienced experts. These men will

work with you in your factory, or answer any inquiries you wish to direct to them. All such inquiries will be kept in strictest confidence. For full particulars concerning Gold Medal "press-tested" Semolina or the services of the

Gold Medal Semolina Service Department, write to George B. Johnson, Semolina Sales and Service Department, General Mills, Inc., Minneapolis, Minn.



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



Betty Crocker---

» » » Semolina's Champion

Almost every Friday morning radio listeners hear the soft, well modulated and convincing voice of a favorite broadcaster, recognized the country over as the "Air Champion of Macaroni Products Manufactured from Semolina." It is the voice of Betty Crocker presenting for the macaroni manufacturers of the United States timely talks and seasonal recipes over a chain of 36 of the most popular radio stations doing so with the compliments of Washburn Crosby Company, miller of "Press-tested Semolina."

For over 4 years this food expert has devoted much of her broadcasting time to a learned discussion of how macaroni products are manufactured and how best they may be served to satisfy the tastes of all whether they desire basic meals of these foods or merely little tidbits. That the service is appreciated by the macaroni and noodle manufacturers is manifest in the hundreds of congratulatory letters received from these producers everywhere by the sponsoring firm. Miss Betty Crocker also testifies that the broadcast is one of the most popular among the millions of housewives that have written in for more detailed information about macaroni products, many of them suggesting new, novel ways of preparing them into appetizing, satisfying nutritious and economical dishes.

"Delizia"

As an example of the kind of talks this good lady makes over the gigantic hook-up every Friday morning, we refer to one in which present conditions were evidently uppermost in her mind. Reference is made to her special recipe for "Delizia" macaroni or spaghetti, which she handled, in part, this way:

"A football hero recently interviewed remarked about the extravagance of the modern girl and gave his reaction to her demands for luxuries. He suggested more advice about 'stretching the dollar' by talking more about economy.

"Realizing that there are many girls and young wives today who are trying in every way they know to be thrifty, women who are making a real study of food values and of buying to advantage, I suggest a delicious and cheap one dish meal that when put on the table your family will be hungry for before they really know what it is. For the aroma that arises from the dish tickles the appetite and makes one crazy to start eating. It is one of the few combination dishes that men particularly enjoy.

"If you go into little Italian restaurants where they make an art of serving macaroni, spaghetti, vermicelli, egg noodle dishes, offering them with respectful ceremony, all tasty and fragrant with touches of meat, tomato and cheese, and beautifully seasoned, you'll find men lingering over the wonderful dish I am about to recommend. Yes, it's a real, old

Italian recipe. And the name they call it shows what they think of it. It's called 'DELIZIA.'

"Macaroni dishes are always the best friends of economical housekeepers. It's because they contain so much food value and such a good assortment of the different elements our bodies need. The wheat supplies those elements at low cost. But of all the foods made of wheat, macaroni products are the most economical. They are extremely low in cost considering their concentrated food value. You see they are made of the type of wheat which is especially high in protein, the body building element.

"I think there are many good cooks who don't really understand how to make macaroni dishes that are tasty and delicious. And perhaps, just because you know it's an economical food you hesitate to offer it as a real treat, which it surely is. But don't get that idea. I can promise you that if you'll make them right, there are many combinations of macaroni with cheese and vegetables and with just a bit of meat to zip up the flavor that every one will love. Uncover a casserole of 'Delizia Macaroni or Spaghetti' on the dinner table and watch the different members of the family brighten up as soon as the aroma reaches them. It's the fragrance of onions, celery, tomato, green peppers and meat all blended together into a marvelous flavor and aroma all its own."

The Hunters' Stew

Last month she suggested to her radio friends frequent serving of another combination dish specially suited for the cold season, the "Hunters' Stew," a dish that "sends a savory fragrance through the warm house and causes a glow of contentment and happy anticipation in the hearts of men and children who come in from the cold outdoors."

"I suggest a Hunters' Stew as a Saturday night dish during the cold winter weather. It is just the thing for boys and girls who spend most of their winter Saturdays coasting or skating or taking long hikes. Like so many such hearty one dish winter meals—the foundation of your Hunters' Stew is spaghetti. Now spaghetti and all other macaroni products are just about ideal winter foods. They give you the heat and energy in concentrated doses as well as a good supply of muscle and tissue building protein. It's a wonderfully economical food too. I do not know of anything else that gives you so much concentrated food value for as little money as macaroni and spaghetti. One of the convenient things about macaroni is that it can be combined with vegetables, and a little meat perhaps, into one appetizing dish that supplies all your body needs."

As might be expected, Betty Crocker, representing as she does one of the largest

producers of semolina made from durum wheat, cautions her listeners to be sure to select and buy only a good grade of macaroni for use in any of the combinations she suggests in her seasonal dishes. She emphasizes the fact that "Semolina Macaroni" or "Durum Semolina Spaghetti" are not brand names, but descriptive ones indicating that the meal from which they are made is ground from hard spring durum wheats. "Buy macaroni products that will remain firm and that hold their shape," advises this popular authority "rather than a grade that on cooking will become pasty and mushy."

This weekly broadcast by Betty Crocker has aroused much interest among the housewives of the land and induced many to try serving these products for the first time in their homes. It is most important that the recipes recommended be of the type that can be easily prepared, call for a goodly proportion of macaroni products and result in a dish that on first trial will gain new satisfied consumers. To that end Betty Crocker and her sponsor, Washburn Crosby company, invite suggestions and constructive criticisms of the former's weekly macaroni messages, a radio feature that is and should be appreciated by the entire trade.

Brief Stories About Bread

A loaf of bread nearly 4000 years old found in the middle kingdom cemetery of Egypt is now on exhibition at the Field museum of natural history in Chicago. The bread was taken from an ancient grave, where it is believed to have been placed in conformity with the belief of the olden days that the dead need food.

"It is easier to eat bread than to earn it."—Old German proverb.

The Vienna roll was introduced into the United States during the Civil war when a war bakery, operated in the basement of the United States capitol, turned out products to feed the population of Washington.

Advice, Old Yet Timely

Abraham Lincoln whom the country honors this month, has been dead many years, but he must have experienced conditions similar to those we are now facing. Perhaps it was "unemployment" that inspired him to make the following statement which history credits him with:

"If you intend to go to work, there is no better place than right where you are if you do not intend to go to work, you cannot get along anywhere." —Abraham Lincoln.

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

Robert B. Brown Honored

In recognition of unselfish service freely given, in appreciation of his endless efforts to promote the general welfare of the macaroni manufacturing industry the past 2 years through a well planned and ably conducted macaroni advertising campaign to make the American public more "macaroni conscious," and in a sincere acknowledgment of his satisfactory handling of the difficult duties as chairman of the Board of Advertising Trustees of the National Macaroni Manufacturers association, about 30 of his fellow manufacturers and co-workers gave for Robert Bowen Brown a much deserved testimonial dinner at the Palmer House, Chicago the evening of Jan. 26, 1932.

Rarely has such an honor fallen to a macaroni manufacturer and seldom has well earned praise been so freely expressed by competitors to one of their number. In one of the spacious private dining rooms of that great hostelry a friendly host of earnest macaroni manufacturers and allied tradesmen gathered around an oblong table gaily decorated for the occasion, and after doing justice to the many good foods served, attempted to do justice to one whose worthy efforts in their behalf were fully and truly appreciated, despite the sudden ending of the activity on account of conditions beyond the control of Mr. Brown and of his friends.

Frank J. Tharinger, adviser of the National association and the leading spirit in organizing the affair, ably served as toastmaster. At the conclusion of the 7 course dinner he spoke feelingly of the valuable service given to the macaroni trade association by manufacturers such as Bob Brown, and of the little credit often given them for time and money spent in helping fellow manufacturers. He stressed the unselfish efforts of the guest of the evening in planning and promoting the recent advertising campaign, stating that nothing that the industry has ever done had created so favorable an impression on distributor and consumer as did the cooperative macaroni advertising campaign. That it was brought to an abrupt close, every one in the industry regretted. He expressed the hope that when the macaroni makers again decide to promote a similar activity in the future they would make no such mistake as not to draft Robert Bowen Brown to be the leader.

Acting President G. G. Hoskins, speaking for himself and for President Frank L. Zerega who is sojourning in southern France, reviewed the advertising campaign from its inception, emphasizing the value of the assistance and leadership of Mr. Brown, whose heart and soul was in the movement. He also expressed the association's appreciation of the generosity of the Fortune-Zerega company in permitting its salesmanager, Bob Brown, to devote so much of the company's time in promoting the activity from which every one in the industry benefited, more than some will admit. He proposed a

toast to John Fortune, president of the firm, a toast that was most cheerfully given.

Speaking for the macaroni manufacturers composing the Board of Advertising Trustees and the other one hundred or more fellow tradesmen who supported the advertising campaign, James M. Hills, president of The Foulds Milling company, praised the leadership of Mr. Brown and the thoroughness with which he tackled his difficult assignment. He said that part of the credit for Mr. Brown's success must be given his wife



Robert Bowen Brown

who not only encouraged him in his work but who had frequently to forego many of the pleasures of a happy wedded life through his enforced absence from the fireside in connection with the activity that for months required so much of his time. In behalf of his fellow businessmen he asked Mr. Brown to present to his good wife their united thanks and to give her a beautiful bouquet of roses, therewith presented, as an indication of his and her friends' love and esteem.

As the spokesman of the allied tradesmen that supported the publicity campaign and whom he represented on the Board of Advertising Trustees, Martin Luther of the Minneapolis Milling company expressed that group's appreciation of Mr. Brown's work. He reviewed the difficulties encountered by the promoters in launching the activity and their concern in its success in its early stages. He regretted the conditions that necessitated its cessation, but lauded the great good that resulted, due to the untiring efforts of the honored guest. In the name of all those present and in the name of several of Bob Brown's personal friends who could not attend, he presented to him a very beautiful and serviceable fire-screen with the thought that when on a stormy night he sits before that screen he think but lightly of the storm and strife in connection with the advertising campaign, and more seriously of the friendship and esteem of his coworkers who feel so greatly indebted to him for his splendid, unselfish services.

Taken by surprise Mr. Brown thanked

his friends for their many expressions of appreciation and esteem. He said he assumed the task of trying to make the Americans more "macaroni conscious" for 2 reasons, first because he felt that there was need and still is need for such an activity, and secondly for the reason that he loved to work and with appreciating friends. He thanked each and every one present for their part in planning the testimonial and all supporters of the advertising activity for their share in carrying it on. He promised to continue his activity for the promotion of the best interests of the macaroni trade and the betterment of the National Macaroni Manufacturers association with its wonderful record of service and its future unselfish and unstinted activities, urging stronger and more general support of the organization.

The whole evening's entertainment was only momentarily serious. Between courses there was music by individual and the hastily organized Macaroni Miller Quartet. Frequently the merry makers would burst out in song, ever always choosing Bob Brown's theme song, "My Pal, Fred." Impromptu verses made up by the diners on the spot caused much merriment among those who understood the situation and the meaning of the song's title. John Ravarino, the macaroni maker's "Caruso" responded to several calls, singing "O Mio Mio" and "Cheeri Beri Bin." The quartet's "The Vacant Chair" was in honor of those friends of Mr. Brown and the National association who were unable to be present in person but were there in spirit.

Every one in attendance was called upon for a talk, toast, story or song and none renege. The gathering dispersed at midnight, voting the occasion one of the best ever sponsored by and for macaroni manufacturer, and fully expressive of the appreciative spirit of the trade towards one whose wholehearted service has brought rewards, with great ones in prospect.

Among those present were: R. Brown, the honored guest; Alfonso Gioia of A. Gioia & Bro., Rochester; Francesco Trafficanti of Trafficanti Bros., Chicago; A. Irving Grass of I. J. Grass & Co., Chicago; Edward Z. Vermilyea of A. Zerega's Sons, Inc., Brooklyn; John Ravarino of Mound City Macaroni Co., St. Louis, Mo.; Hal M. Ranck of Ed. B. Self, Inc., Chicago; L. S. Vagnino of Faust Macaroni Co., St. Louis, Mo.; J. Fischer of Pillsbury Flour Mills, Minneapolis; M. J. Donna, secretary-treasurer, Braidwood, Ill.; G. G. Hoskins of Foulds Milling Co., Libertyville, Ill.; B. R. Jacobs, Washington Representative, Washington, D. C.; Martin Luther of Minneapolis Milling Co., Minneapolis; John L. Fortune of Fortune-Zerega Co., Chicago; Henry D. Rossi of Peter Rossi & Sons, Braidwood; James M. Hills of Grocery Store Products Co., New York; John V. Canepa of John B. Canepa & Co., Chicago; J. P. Crangle of Duluth Superior Milling Co., Chicago; A. S. Vignone of American Beauty Macaroni Company, Denver; George B. Johnson

(Continued on Page 28)

Macaroni Outlets Are Diversified

According to the census of distribution there are 497,715 retail food stores of all kinds, which comprises 32.13% of the total number of retail outlets, estimates the 1932 Market Data Book. The total net sales of these stores in 1929 was \$11,310,627,359 or 22.6% of the total retail sales of the country. Per capita sales in that year were \$2.12. These figures include all of the stores classified by the census in the food group, such as confectionery, dairy products, delicatessen stores, fruit stores and vegetable markets, grocery stores, meat markets, bakery goods stores, farm products stores, etc. Eliminating such minor units in the food field as confectionery stores and small places of business, it is estimated there are between 200,000 and 250,000 regularly operated food stores in the country.

The industry is served by between 100 and 6000 wholesale grocers, 33% of whom do 76% of the total business, according to New Era In Food Distribution. A survey of 11 cities with a total population of 25,000,000 resulted in an actual count of 75,000 stores. Food outlets are more numerous in such metropolitan centers, and half the population of the country is concentrated in such centers. Therefore this study indicates approximately 300,000 outlets for the entire country.

Total food sales for the country, including retail trade, that which is sold through wholesalers to restaurants, hotels and institutions, etc., was estimated to total about \$18,000,000 at all food prices.

Chain stores do 28.5% of the retail food business, according to the Census of Distribution. Food chain sales included the list of all chain store sales. According to the census there are 1,040 chains which operate 56,431 stores.

Consumption of Cheese

Among the American industries that are found no occasion to complain about their statistical position or outlook for the last 2 years is that which has to do with the manufacture and sale of cheese. In the face of a depression that has been felt by almost every line of business it has continued to forge ahead. Figures just made available by the bureau of agricultural economics of the United States Department of Agriculture show that in 1929 over 60,000,000 lbs. of cheese was consumed in this country, more than in 1928. While official government figures for 1930 are not yet available, leaders in the industry are confident that the increase in cheese use will continue and, what is more to the point, are doing their lines to care for it. They believe, and with good reason that a substantial rate of increase may be maintained indefinitely. This is the way J. L. Kraft, president of the Kraft-Phenix

In addition to chain stores there are what is known as "multi-unit independents," many of which ultimately fall in the chain store class.

The distinguishing characteristic of the multi-unit independents is that the proprietor is operating the same general kind of business in two or more separate locations instead of one. He does this in the manner of a single store independent and not in the manner of a chain. As the number of stores increases, however, he is no longer able to operate them successfully as independent stores, and he adopts central merchandising and becomes in fact a chain. This change is not always apparent to the public.

These multi-unit independents did a total business in 1929 of \$3,547,338,285, about one fourth of which, or nearly a billion dollars, was in food.

Another type of retail food outlet is the voluntary chain. There are 632 voluntary chains in the country with a total retail membership of 70,769 stores, according to a survey conducted in the summer of 1931 by the American Institute of Food Distribution. This represented a net increase of 81 organizations and 11,329 retailers in the group during the preceding 12 months.

These surveys have indicated a high turnover among the cooperative groups and a remarkable vitality of the retailer-owned wholesalers, and the increasing concentration of power and leadership in the voluntary chain movement in the hands of the wholesale grocers.

While the food industry as a whole, including manufacturers, uses more than a quarter million trucks, the distribution side of the industry employs 110,587 motor trucks.

As for sizes, these trucks are about evenly divided: a third of them under

one ton; a third one to 3 tons, and a third over 3 tons. Most of the bodies are custom built to fulfill special purposes.

According to a recent survey by the domestic commerce division of the Department of Commerce it was disclosed that there is an average of 48 brands per commodity classifications of goods sold in retail grocery stores. A study conducted by the Milwaukee Journal showed that between 50 to 60% of the sales in 12 commodity groups occur in the leading brand in each group. The commodities in which more than 60% of the sales were made by the leading brand were canned fruits, of which there were 112 brands; pancake flour, 25 brands; canned milk, 37 brands; laundry soap, 37 brands; canned fish, 162 brands; baking powder, 31 brands; catsup, 53 brands; cocoa, 58 brands; toilet paper 313 brands, and cleaners 36 brands.

A government study of 1097 grocery stores showed 843 doing a credit business, with bad debts on charge accounts of 0.6%. Cash sales of these stores amounted to 36.4% and credit sales to 63.6% of their total business. Large stores do a greater proportion of credit business than small ones. More than one half of all grocery sales are made on credit.

The average cost of doing business in the wholesale grocery field is 10.6% of sales.

In addition to distribution through wholesale and retail groceries certain classes of large consumers are sometimes sold direct. These include hotels, restaurants, hospitals, schools and colleges, dining car services, etc. The large meat packers and some other houses specializing in this field maintain branch house organizations for caring for this trade.

While the food industry as a whole, including manufacturers, uses more than a quarter million trucks, the distribution side of the industry employs 110,587 motor trucks.

As for sizes, these trucks are about evenly divided: a third of them under

Cheese Corp., Chicago analyzes the situation:

"The consumption of cheese in the United States for 1929—the highest ever recorded—was only 4.62 lbs. per capita. United States government figures do not include cream cheese or cottage cheese. If the consumption of these 2 items, which are growing in popularity, were added to the government records the consumption would be substantially higher. In Switzerland the per capita consumption was 23 lbs.; in Holland and France 13.5 lbs.; in Germany 9.5 lbs. and in England 9 lbs. A vast majority of the people of the United States are descended from nationalities that are large consumers of cheese and we are at present conducting an extensive educational campaign of advertising on its value as a food for all occasions. We believe, naturally, that the per capita consumption in this country will increase steadily.

"Sales for 1930 and for January of this year have been quite satisfactory and

we have made plans for the largest advertising campaign in our history in anticipation of further increase in cheese consumption.

"We feel that to a great extent the recent gratifying record of the cheese industry in America is due to extensive and well planned educational advertising. Methods of manufacture have advanced immeasurably during the last decade but the story of this improvement, of the many uses of cheese, and of its food value, as told on the printed page, has also been a potent factor in the steady increase in domestic consumption."

Don't waste time looking for new customers in out-of-the-way places; CREATE new customers out of the prospects close at hand—the NEXT DOOR NEIGHBORS of your present customers.

Many things can be made out of cotton, except profit.

Secrets of Successful Trade Marking

Making Trade Marks Out of Popular Hits

By WALDON FAWCETT

If he were to frankly open his heart on the subject, probably there is not a marketer of macaroni, noodles or the like but would confess that at some stage in his business career he harbored an ambition to make a trade mark out of what is known as a "popular hit". Even the most conservative of branders are tempted in this wise occasionally. There is moreover much to be said for the idea of tying a make of macaroni to a word or a phrase or a title that is on everybody's lips. And yet certain recent incidents in connection with the identification of goods caution all members of the trade to look before they leap to pat or pert nicknames.

Let it be understood that, in this discussion, when we speak of "popular hits" we give the term the widest application within its limits. The popular hit that is capable of affording inspiration for a trade mark is any human being that is in the lime light, any institution, fad or hobby that regularly "makes the front page" of the newspapers, or any bit of slang that has caught on nationally. The title of a popular song, an outstanding figure in current fiction or drama, expressions of a health fad such as the obsessions over calories and vitamins, there are but a few possible examples of the "sensations" whose fame (or notoriety if you prefer) may be capitalized to distinguish particular food specialties.

Before we have a look at the new slant which has lately been given this ultra timely subject of borrowing the glory of public favorites, it is only fitting to say that controversy is not new in this quarter. For some time past there has been lively debate as to whether from the purely sentimental or psychological viewpoint it is wise to tie a merchandising chariot to a shooting star. Assuming that there is no obstacle or objection to this formula for creating a trade mark out of the toast of the hour, is it wise? This is the question. People who raise it challenge the hit-made mark principally because such a mark is apt to savor of the wise crack and lack dignity. And because, worse yet, there is an uncertainty regarding the "life expectancy" of such a mark, a mark dependent as it is apt to be on the tenure of the popular hit that has been echoed.

A moment's reflection will show that whether such agitation over the risks of the future for a hit-mark is justified depends very much upon the policies of brand usage followed by the trade marker. If a macaroni-marketer is ac-

customed to change trade marks at rather frequent intervals, bringing out new brand names for the sake of variety, even if the composition of the goods does not change, he has little occasion to worry. If one popular hit quits on him all he has to do is to look around and pick a successor from the new quirks of public fancy. But for the macaroni marketer who chooses a trade mark "for keeps",—who brands for the long pull—this equation of lack of longevity in a highly contemporary mark may be really serious.

Let us suppose that the macaroni factor is content to take his chances of the lapse of a popular craze "dating" his trade mark, yet is there another aspect to be reckoned with. The latest news concerns this angle; the legal angle if you please. As the result of the recent prosecution of 2 test cases at the U. S. Patent Office it has been demonstrated that the evolution of a trade mark from any popular idol that strikes the would-be brander's fancy is not, dependably, the simple matter that has been supposed. For one thing, an earlier exploiter of the same idea may bar a later comer. Macaroni name hunters have realized all along that they ran that danger. Now comes the revelation that added to this is the danger that the original or originator of the hit may want to have something to say as to how, when and where his familiarity to the public shall be capitalized.

"Amos and Andy", no less, are the principals in one of the twin dramas of business which revolve around the practice of hit-pinching. A marketer in Baltimore anticipated no trouble when he recently applied at the patent office for registration in his name of the title "Amos and Andy" as a trade mark. But, probably unbeknown to the would-be converter, the vaudeville team consisting of Charles J. Correll and Freeman F. Gosden of Chicago have organized a firm known as Amos & Andy and, on the strength of the plea that this was their firm name, they objected to the registration of the mark submitted from Baltimore. This opposition was in accordance with one of the cardinal principles of the trade mark code—one too often overlooked; viz, that no person may appropriate as his exclusive trade mark in any line a title that is already established as the corporate name or partnership name of a commercial concern.

The "Amos and Andy" case took on all the more meaning because the coveter of their stage and radio name

raised the point that the team of entertainers is not in trade and does not sell goods and consequently cannot claim the protection provided for a concern engaged in manufacturing or production. The theory of the defense was that if Amos and Andy be not in business there could be no damage if the name be taken in vain by an outsider. The commission of patents brushed aside these arguments when he decided sweeping that the originators of a popular hit are entitled to keep it to themselves.

It was made clear by the head of Uncle Sam's clearing house for trade marks that in his estimation it is not the business of a house which the corporate name section of the law undertakes to protect but the corporate name of the concern. As for the circumstance that the black face comedians known by the names Amos and Andy are not "traders" in the usual, conventional definition, the commissioner commented that the law contains no limitations as to the business of the firms that are entitled to protection against lifters of their names. It harks back, so the umpire said, to the principle so often upheld in the higher courts of the country, that a man's name is his own property and that he has the same right to its use and enjoyment as he has to any other species of property. Nor is it necessary to prevent or correct name invasion the proof of actual damage shall be submitted. If it can be shown that an unauthorized use of the name of a Lincolnbear or any other real or imaginary celebrity is capable of injuriously affecting the person or persons who placed the name on a pedestal, the Washington will take it for granted that damage would result. The keeper of the trade mark gate will not even allow an interloper to trade on the name of a popular headliner if the name be slightly changed. If the public would recognize the altered name through its disguise the subterfuge is not avail.

At almost the same time as the Amos and Andy episode came another incident, to illustrate from a somewhat different angle the complications that attend efforts to ride to public attention as hitch hikers of popular hits. A concern in Jacksonville, Fla. had the happy inspiration to make a trade mark of the designation "Mada Queen"—the name of an imaginary character that figures conspicuously in the Amos and Andy radio sketches. Here, also, an "opposition" or protest

February 15, 1932

THE MACARONI JOURNAL

15

King Midas

— the highest priced Semolina in America — and WORTH ALL IT COSTS!

Its Quality Never Varies

While many mills have thought it necessary to reduce the quality of their Semolina to meet present price conditions, KING MIDAS has never wavered from its determination to make and sell the best Semolina that can be produced.

KING MIDAS quality has been and always will be maintained and any manufacturer who wants the highest quality can be sure of getting it when he buys KING MIDAS.

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

was fatal to the hit-follower's dream of registration.

A fight was started by a concern that began using the name "Queen" as a trade mark long before Madam Queen ever took the air. In this instance there was no element of duplication of a firm name or corporate title, but rather a matter of trespass on a trade mark preserve already posted. The cause, here, of disappointment to a specific hit-hound is illuminating for branders in general; because the equivalent of the circumstances here may be encountered very often in pursuing a popular catchword. A large proportion of the names of sudden celebrities, alike to the major part of fresh phrases in slang, consist of words or names already well known in our language but that have been merely given a new or special use. If a brander aspires to make a trade mark of a "best seller" in popular jargon while the hit is hot, he is likely to find his path blocked by some oldtimer who took the name before it figured in a hit but who can keep it to himself no matter what comes after. All told, branders need to approach popular hits with care.

Tariff Helps Wheat Grower

Secretary of Agriculture A. M. Hyde has issued a statement on the benefit of the tariff to American wheat growers as follows:

"The relation between wheat prices in the United States and Canada during recent months is a striking indication of how the tariff benefits the United States wheat grower. Ever since midsummer the price of wheat at Minneapolis has been much above the price in United States dollars of similar quality wheat at Winnipeg.

Thus for the week ended Sept. 4, No. 1 Dark Northern at Minneapolis averaged 67.6c per bu. or 23.3c above the price of No. 3 Manitoba Northern at Winnipeg (a comparable grade), which was 44.3c. For the week ended Oct. 2 the spread had increased to 28.1c, No. 1 Dark Northern at Minneapolis being 68.2c and No. 3 Manitoba Northern at Winnipeg being 40.1c. Approximately this same spread has been maintained since early October, Minneapolis prices being 27 1/2c higher for the week ended Nov. 6 and 31.1c higher for the week ended Dec. 4.

"All the above spreads are based on Winnipeg prices converted in terms of the current rate of exchange. In other words these prices are in United States dollars. Current quotations of wheat in terms of Canadian money tend to give a misleading comparison in recent months, as Canadian currency has depreciated in value compared with United States.

"Prices at Pacific coast markets of the United States have been similarly higher relative to Canadian prices. Thus on Dec. 14 high protein wheat from Montana was being quoted in Seattle at 96c per bu., while at the same time Canadian

wheat grading No. 1 Hard and No. 1 Manitoba Northern (comparable grades) was being quoted at Vancouver at 61 1/2c, or in terms of the current exchange rate, at 50 1/2c per bu.

"If it were not for the present wheat tariff of 42c per bu., Canadian hard wheat could be readily shipped into the United States and, despite the very short crop

which was harvested this year in the United States, No. 1 Dark Northern Spring wheat at Minneapolis would be selling practically at a par with Canadian wheat at Winnipeg for around 46c a bushel instead of 77c a bu.; also high protein Montana wheat at Seattle would be worth little, if any more, than Canadian No. 1 Hard wheat at Vancouver."

Foods Distribution Changing

The annual volume of business done in foods has been estimated at 15 billion dollars, constituting the greatest single business in the country and being 30% of all business, figures the Market Data Book for 1932.

As food originates everywhere in America and is consumed everywhere it is only natural that it should travel many and tangled routes. Just what channels the diversified structure of food distribution will ultimately settle into remains to be seen.

In spite of, or because of the fact that production of food is the largest single industry in the United States, distribution is far from standardized. Manufacturers have sought many different distributive channels in the hope of reducing selling costs. The varied assortment of food products reaches the retailer through an astounding number of channels—from growers, packers and manufacturers direct; through brokers, wholesalers, buyers associations, retail organizations and mail order supply houses.

A far-reaching revolution seems to be under way. Since the war, chain trade has increased rapidly during the past 5 years. The present rate of chain growth seems to be somewhat slower but 1931 tonnage volume of trade is perhaps 10% higher than for 1930.

Voluntary chains, sponsored by wholesale grocers or grocers associations and operating on chain merchandising methods have had a meteoric rise the last 3 years and now surpass the chains in number of outlets and equal them in sales volume. The trend is distinctly toward group retailing and away from the old strictly independent methods.

Chain store overhead costs have been increasing, due to the more elaborate organizations necessary to control the larger chain mergers that have been so important during the last 2 years.

Voluntary chains operate at fairly higher costs because of the overhead of the old line wholesale business with which they must start, but many of these groups now have costs down as low as chain store costs. Most of the studies of relative costs have not been on a strictly comparable basis and therefore should not be quoted.

Cooperative retail grocery groups have recently been increasing their cost of doing business but have also been extending their merchandising service to a greater degree.

It has been estimated that food re-

tailers and wholesalers spent approximately \$92,000,000 for advertising in 1930, compared with \$88,000,000 spent by food manufacturers.

The chief distribution factor in the food field are: chain stores with 45,000 units, doing 35 to 40% of the retail food business; voluntary chains with 55,000 units, doing 35% of the retail business; 2000 large central independent stores doing 6% of the business; and a large number of small independent stores, variously estimated up to 200,000, operating in a small way and going not more than 25% of the business.

The relative volume of various food commodities has been estimated from various government and trade association figures as follows:

Marked by commodities	Retail value (1929) 000's omitted	%
1. Meat and lard.....	\$ 3,668,402	19.0
2. Fish, fresh and frozen.....	405,232	2.0
3. Fish, canned.....	94,611	.4
4. Poultry.....	421,532	2.1
5. Eggs.....	786,031	4.0
6. Butter, cheese, condensed and evaporated milk.....	1,463,111	7.5
7. Farm butter.....	319,451	1.6
8. Fresh milk.....	2,488,500	12.8
9. Ice cream.....	502,742	2.5
10. Beverages.....	317,997	1.6
11. Bread and bakery products.....	1,255,004	6.4
12. Canning, preserving, etc.....	738,327	3.8
13. Cereal preparations.....	81,849	.4
14. Chocolate and cocoa products.....	168,499	.8
15. Coffee, tea and spices.....	599,266	3.0
16. Confectionery.....	252,298	1.3
17. Corn syrup, oil and starch.....	195,466	1.0
18. Flavoring extracts and syrups.....	155,867	.8
19. Flour, other grain mill products.....	1,550,628	7.9
20. Lard subs. and veg. cooking oils.....	215,829	1.1
21. Macaroni, spaghetti, etc.....	25,493	.1
22. Oleomargarine, other butter sub.....	17,643	.0
23. Tropical fruits.....	116,579	.6
24. Peanuts, walnuts, etc.....	79,121	.4
25. Rice.....	76,234	.4
26. Sugar.....	1,038,948	5.3
27. Malt, vinegar and cider.....	40,476	.2
28. Fresh fruits and vegetables.....	1,097,645	5.6
29. Potatoes.....	733,234	3.7
30. Cranberries.....	11,282	.0
31. Strawberries.....	117,934	.6
32. Oranges.....	233,932	1.2
33. Bee products, not elsewhere classified.....	15,123	.0
34. Food prep. not elsewhere classified.....	99,453	.5
Retail food bill.....	\$19,383,347	
Consumed at source.....	3,003,726	
Total food bill.....	\$22,387,073	

Consolidated Macaroni Machine Corporation

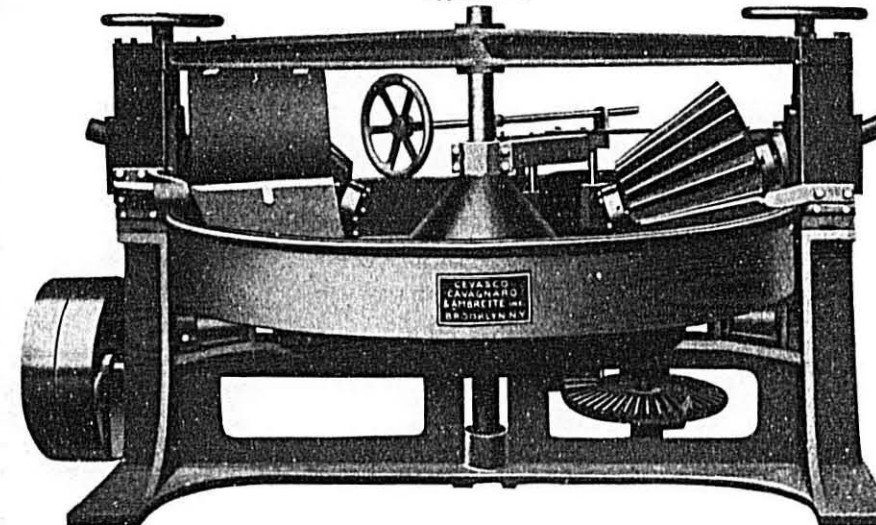
FORMERLY

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

◆ Balance Sheet of the United States ◆

Compiled by the Business Bulletin of La Salle
Extension University

An appraisal of the assets and liabilities of the country at the beginning of the new year reveals fundamental economic strength. It also points out difficulties to be faced and some of the problems to be solved. The future will be determined largely by the caliber of the business leadership which is displayed the coming months. General confidence, a clear understanding of the situation, and intelligence on the part of all in meeting it will build up our assets and eliminate the liabilities.

Assets

1. The great supply of natural resources and industrial equipment constitutes the basic foundation of the economic structure. The national wealth is conservatively valued at \$350,000,000,000, and is still intact in spite of depression.
2. Scientific research which continually develops new products and more efficient methods enables us continually to make better use of the natural resources.
3. Engineering and management skill which has built up our industrial structure to provide the highest standard of living ever known for the masses of people will be able to direct toward even greater achievement.
4. A good banking system equipped to meet the needs of the country has averted panic and financial distress. Although individual bank failures have been high, they have not affected over 3% of the total deposits.
5. Our large gold holdings provide a strong base for our currency and credit needs.

Price Structure Is Stronger

6. Commodity prices have been reduced until they are on a more sound basis than at any time since the World War. Confidence in the stability of the price level is an important foundation for steady business.
7. Operating costs in industry have been reduced. Improved methods, equipment, and management have remedied the inefficiencies which crept into many businesses during the period of prolonged prosperity.
8. The cost of living has been lowered. Living standards may be maintained even though individual incomes may have become less.
9. The power of well directed advertising and sales promotion can be utilized to stimulate consumption and to speed up economic enterprise.
10. Attention is concentrated as never before upon the unsolved economic and financial problems in order to work out sound remedies. The energy and enthusiasm of the people repre-

sent an asset which is bound to work toward improved conditions. Aggressive action along sound lines has been successful in building prosperity in the past. There is every reason to believe that it will be able to do so again.

Liabilities

1. The large burden of debts, both international and domestic, constitutes one of the serious liabilities or problems to be faced and solved. The decline in prices which has taken place since many of these obligations were incurred adds to the difficulties of meeting them.

Heavy Taxation Necessary

2. Heavy taxation which places an additional load on individual and business enterprise is an obstacle to be overcome. Although tax rates are comparatively low here in comparison with those in many other countries, they have greatly increased due to larger governmental expenditures of all kinds in recent years.
3. Low bond prices and weak bond markets make new financing difficult. Increased business activity calls for additional funds which can usually best be obtained through ready access to a good bond market.

Reduced Consumer Purchasing Power

4. The purchasing power of the consumers has been greatly lowered through unemployment, reduced wages, low prices for farm products as well as other raw materials and by lowered dividend and interest payments.
5. International disturbances and unsettlement abroad affect not only our financial system but also our foreign trade. Excessive interference with normal exchange of goods by high tariffs and artificial restrictions has an adverse effect on our productive enterprise.
6. The transportation problem remains to be solved in such ways as will enable goods to be moved most quickly and economically.
7. Overcapacity and overbuilding in many lines in relation to normal consumption requirements mean a reduced demand for basic producers' goods.
8. Lack of perspective and long range point of view leads many persons to magnify adverse conditions and exaggerate difficulties. Doubt tends to paralyze enthusiasm and hold back aggressive action.

This liability will quickly change with the first definite signs of improvement. When confidence begins to replace doubt the effect will be quite as strong as has been the force pushing downward. Movement upward in-

creases at a steadily accelerating rate and brings recovery more quickly than many anticipate.

Attention, Macaroni Salesmen

Special sales appear to be quite the thing these days, even among grocers and the retailer is always interested in plans and ideas that have been successfully used elsewhere. Here is one that was tried with exceptional success in New Jersey and which might well be profitably be studied by macaroni salesmen for recommendation to managers and proprietors of retail outlets handling your brand. Figures and comments are taken from the January issue of *Progressive Grocer*.

Fourteen sales people instead of the usual three were required to handle the crowds that responded to a half price sale put on by Gatkin's Model Dairy, in Union City, N. J.

The sale was run for 2 days, Friday and Saturday. For each item bought at the regular price, another additional one could be bought at half price.

Only a selected list of standard foods were offered; corn flakes at 10c with an additional package at 5c; macaroni, noodles, and spaghetti likewise at 10c and 5c, and so on for a dozen articles.

In effect, these goods were offered at a discount of 25%. Orders as high as \$7 dollars resulted, but a considerable quantity of the merchandise was made up of items at the regular price, most of which carried a good margin.

The sale was advertised in the local newspaper, and handbills were distributed about the neighborhood. It brought the recently remodeled store to the attention of scores of new customers, and the unusual opportunity of buying standard foods at such low prices added to the favorable impression. Gatkin was well pleased with the results.

There isn't much hope for a man that can break his word without feeling hurt.

Working or Idling

When one pulls his boat on shore and turns it bottom up it is evident to all and sundry persons that it is not working. What a pity we cannot see quickly and surely see when a man's mind is working or idling. The old Cape Cod fisherman's reply to the question "What do you fishermen do in winter?" was—"Sometimes we sit and think and sometimes we just sit." Do not too many of us merely sit while we should be operating our "thinking tanks" to capacity? Most of us might double our capacity for production and therefore our incomes if we would work up to our capacity 8 hours a day. We might even make an art of loafing if we thought about it more instead of drifting mentally.

Question—What is a dry dock?
Answer—A physician who does not write prescriptions.

Trade Associations and Business Stabilization

By FREDERICK M. FEIKER

Director, Bureau of Foreign and Domestic Commerce

We are face to face with realities. Business depression is a drastic but, none the less, potent educational factor in the improvement in business practice. We are in a period of appraising true values.

Men who have been built by their businesses during the past decade are being sharply measured by the trial as to whether they can build their businesses. In each industry the firms which have been No. 1 are striving to hold that position against firms that have been called No. 3 or No. 4. During the next 2 years there will emerge from our present business situation a new group of business leaders tried in the fire of the realities of the present.

It may be hard medicine to take but what is true for the individual is also true for the group; and what is true for the groups is also true for the nation. We must shake out of words which have become meaningless the essential truths, and on the basis of these essential truths build a commercial structure.

During the last year we have heard a great deal about economic planning, stabilization and of the group control of business. What do we mean by economic planning, and what are stabilization and group control of industry? These questions are being approached from many angles. We have, on the one side, the theoretical discussion as to whether capitalism has failed; whether it must be replaced by a new social economic philosophy. We have had it borne in on us that the United States is a part of an economic world of nations, and that our problems are in part international in scope. We have also been treated in public to a discussion of many plans, and in private we have listened to literally scores of schemes, the proposer of each believing that he has the solution of the present difficulty.

As I review with you these many varied questions there are 3 or 4 ideas which emerge, about which I can build my own convictions. These ideas do not constitute a plan but they may suggest a program of action. In the first place it seems to me that the greatest outstanding single idea which is growing out of our present situation is the belief on the part of business men that we must control the amplitude of the ups and downs of business. Various plans are proposed to exercise this control. It is stimulating to every man who has taken part in trade association work to realize that practically all of these proposals assume the trade association in some

form as the essential unit of the proposed program of control.

The next idea that emerges from those many plans is that the government must take some action with regard to the machinery of control. These ideas range all the way from having the government take over industry to changes in our present laws which will make it possible for businesses to combine for the control of prices and for the interchange of sales and production policies not now possible under our present laws.

In a nut shell, it may be said that we have 2 camps of thought: one believing that force must be brought to bear to change or to direct the machinery of trades and industries; and the other that the machinery in trades and industries will not change the economic laws and that the sure, and in the long run the better method, is the slower process of education.

A third, and to me a most practical angle to a stabilization program is the emergence of the idea of the deeper significance of commercial research in its relation to American industry and trade. Behind the curtain of immediate problems of business is a junk pile of wornout and obsolete methods. The only approach to turning this junk pile of waste into savings for the customer, wages for labor and capital, and profit for the manager is through organized commercial research.

After you have set up your machinery of organization you have to approach the practical problems of production and distribution and management in terms of finding what are the facts, in order to determine policies of action. It seems a long way from the phrase "the stabilization of industry" to a program of simplification of sizes and varieties, or statistical analysis of possible markets, or a regional survey of the economic factors of purchasing power in a locality. Yet stabilization in the sense to which we refer will never come unless these specific objectives are accepted through organized trade and industry.

In my opinion, a great opportunity faces the organized trade groups at the present time in divorcing themselves from a purely legalistic relationship to the problems of business development, and establishing themselves on the platform of a solution of economic problems.

The challenge to the trade association at the present time is to organize and plan a program in specialized fields for meeting the economic problems of the moment. We must have

more economic and trade association work. I do not wish to minimize the importance of organized groups' relations to the legal problems of the trade, but if the trade association of the future is to live up to the implications of the many proposals which have been presented as a basis for the future control of business enterprises it must be economic and not legalistic in primary purpose.

All the causes of selling waste are not yet known. We do know, however, that the inability of the average manufacturer, wholesaler, and retailer to locate and work his natural markets with reasonable accuracy has given rise to an overlapping of effort for which the consumer could not pay in full. To combine a large number of these individual factors into a short formula, we may conclude that the ability of American business to recover stabilization must depend in a very large degree upon the development of a more complete knowledge of markets and a better knowledge and control of costs.

Another way of putting this is that America's present production of goods, actual and potential, great though they are, might still be consumed today if the distribution jam were broken.

One of the first things that comes to mind is the difficulty of planning production because of our ignorance of probable consumption in given seasons and territories. An immediate objective, therefore, is relief measures that will give us a more detailed and accurate understanding of causes of fluctuation in consumption.

As intimated before, these fluctuations in demand are not susceptible to human control, but modern business forecasting is now a developed instrument which can and must be applied in forecasting consumption, at least to a reasonable degree of accuracy, in advance of the establishment of the production budget. This thought is revolutionary as compared with the practice and theory upon which American industries have grown.

The modern trade association has before it both a peremptory challenge and an inescapable public duty to provide the machinery whereby its members may be able to reconcile these factors with greater precision than ever before. So much is absolutely required by a general condition of production surpluses.

Let us then lay down this principle: every industry must see to it that it is in possession of factual information, showing all the external and internal

trends which influence consumption pertinent to that industry. It is axiomatic that complete information is essential. Gaps in the chain of facts necessary to draw an understandable picture of what is going on with respect to the consumption of the industry's products mean a certainty of costly mistakes in forecasting. We have now narrowed the question down to this: what are the details of the information about the production and the consumption of particular commodities which an industry must have in its possession before it is ready to do a workmanlike job of forecasting next year's sales potential?

Sometimes I think there is no more interesting challenge in the world than the things it is possible for an industry to know about itself looking toward greater profits. There are hundreds of trade associations in the country. All have done something along this line. Very few within my knowledge have been given help in visualizing the complete field of operations within which it is possible for them to work. The mere thought of production brings to our minds dozens of specific activities which have helped us to economize in building needed merchandise. Location of raw material, location of labor supply, design of mechanical equipment, improved illumination and ventilation, scientific study of freight rates, cooperative buying, workmen's compensation and standardization, all suggest accomplished facts in American industry that have made for production efficiency and capacity that staggers the imagination.

(a) What are the unfilled orders in your trade from week to week, and from month to month?

(b) What are the stocks on hand with manufacturers, wholesalers, and retailers?

(c) In what direction is consumer preference leading your trade?

(d) Through what channels of distribution do your goods move most economically into consumers' hands?

(e) What are the total sales of your product throughout the American market and what is the dispersion of those sales by items?

(f) In planning your sales quotas do you have to rely upon general market indices that in many cases have only a casual bearing on your particular product, or has your trade combined to build up a knowledge of the best markets for your separate products that collective experience can provide?

(g) What do you know about your distribution costs?

(h) Does overhead mean merely a lump sum expenditure incapable of differentiation, or is it something that came into being because of steadily piled-up costs on different items, salesmen's territories and customers? If the latter, where has the burden been unequal, and how much is it costing you

every year to support the system in which these errors are contained?

And finally, has your research effort in the field of distribution enabled you to arrive at uniform distribution cost methods, stock and inventory control and trade practices built upon economics as well as ethics? To what ex-

◆ Quality Guarantee to Purchasers ◆

A far-reaching movement to stabilize the marketing of industrial products by means of industry-wide guarantees administered by trade associations and professional societies is revealed in the publication by the American Standards association of a report on the first comprehensive survey of the economic importance of certification and labeling activities in the United States.

The report by Dr. P. G. Agnew, secretary, and J. W. McNair, staff engineer of the association, shows that manufactured commodities valued at over a billion dollars were sold last year by more than 50 industries under some plan of guaranteeing the quality to purchasers. These industries ranged from lumber to mirrors and from heating systems to drugs.

The report also covers agricultural commodities and dairy products, over 4 billion dollars worth of which were sold under guarantee last year by means of grading, labeling and certification. Part of this, for example the classification of eggs as grade A, B, or C, and the classification of milk as certified, grade A or grade B, is in many cities and states mandatory under the law.

The lumber industry furnishes an outstanding example of the extent to which this new type of marketing has permeated in industry, the report shows. At present 35% of all the softwood cut in the United States is marked with a definite grade showing its quality, which the manufacturers guarantee to the purchasers. Nearly 50% of all hardwood is sold under similar guarantees. Over 4 billion board feet of hardwoods are graded and certified annually.

Gas cooking and heating appliances valued at \$375,000,000, and bearing the label of the American Gas association guaranteeing compliance with the association's safety requirements, are sold annually. This represents approximately three quarters of the total annual production of gas appliances.

The Underwriters Laboratories also guarantee compliance of many types of products with safety requirements. The laboratories inspect and label electrical appliances, gas and oil appliances, automotive appliances, and fire protection and burglary protection appliances.

The American Medical association certifies to physicians the compliance of certain drugs with the requirements of the United States Pharmacopoeia,

do the members of your trade practice selective selling and selection of distributors?

In my opinion, a new type of trade organization is on the horizon. Basically that new association is an economic planning unit for its industry and trade.

including them in its book *New and Non-Official Remedies*. A similar plan aimed to give the ultimate consumer greater security in the purchase of branded foods was recently put into operation by the medical association.

National Association Policies Discussed

(Continued from Page 7)

York; C. P. Crangle, Duluth-Superior Milling Co., Chicago; B. Stockman, Duluth-Superior Milling Co., Duluth; Joseph Viviano and E. W. Pica, Kentucky Macaroni Co., Louisville; Charles R. Jones, Domino Macaroni Co., Springfield, Mo.; G. Viviano, V. Viviano Macaroni Mfg. Co., St. Louis; Mrs. H. E. Bruncke, Wuerdeman Macaroni Co., Cincinnati; John Ravarino, Mound City Macaroni Co., St. Louis; H. Kirk Becker, Peters Machinery Co., Chicago; L. S. Vagnino, Faust Macaroni Co., St. Louis; John Zerega and Ed Z. Vermyley, A. Zerega's Sons Inc., Brooklyn; Martin Luther, Minneapolis Milling Co., Minneapolis; Charles Elmes, Charles Johnson and E. Tardella, Charles F. Elmer Engineering Works, Chicago; C. P. Watson and E. J. Thomas, Capital Flour Mills Co., Minneapolis; Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.; R. B. Brown and John L. Fortune, Fortune Zerega Co., Chicago; E. W. Johnson, Chicago Carton Co., Chicago; Dr. Herwig, U. S. Department of Agriculture, Chicago; H. M. Ranck, Edwin B. Seligman Inc., Chicago; George B. Johnson and Charles Miller, Washburn Crosby Co., Chicago; Frank Traficanti, Traficanti Bros., Chicago; A. J. Fischer, Pillsbury Flour Mills Co., Minneapolis; A. S. Vagnino, American Beauty Macaroni Co., Denver; W. E. Kasper, Pfaffmann Egg Noodle Co., Cleveland; Walter F. Vilhaine, Minnesota Macaroni Co., St. Paul; C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport; John Canepa, John B. Canepa Co., Chicago; James T. Williams and A. W. Quigley, Creamette Co., Minneapolis; Alex Greif, King Midas Mill Co., Minneapolis; A. Irving Grass, Grass Noodle Co., Chicago; Albert K. Epstein, Epstein Reynolds and Harris, Chicago; James Hills, Grocery Store Products, New York, and Secretary M. J. Donna.

CAUTIOUS CUTHBERT

He put on rubber gloves to eat from the cake, so he wouldn't contact a current

Your 1931 Tax Return and Some of Its Problems

Particularly Bad Debts, Stock Losses, Bank Losses, Etc.

By W. CLEMENT MOORE

Tax Specialist with Wolf and Company, Official Accountants for the Macaroni Industry

Because the writer has had so many inquiries from taxpayers regarding the proper thing to do about the above deductions in their tax returns for 1931 has been thought best to present the following suggestions.

In fact it would seem that almost every taxpayer in the United States should file a Federal Income Tax return for the year 1931 will be forced to consider his rights and privileges under the present Revenue Act, and properly deduct from his income certain bad debts, capital losses, stock losses, bank losses and other items.

Bank Deposit Losses

Previously but few individual taxpayers have been forced to consider such matters as tax losses arising from bank failures, and the consequent effect upon their bank deposits. But unfortunately the many bank failures in 1931 makes the subject one of very great importance to many taxpayers.

It is believed that the proposed legislation affecting income taxes will devote some special attention to the unusual conditions existing in 1931, but the law is in effect today Section 23 (e and f) of the Revenue Act of 1928 reads in part as follows:

Sec. 23 (e and f) "In the case of an individual, losses sustained during the taxable year and not compensated for by insurance or otherwise may be deducted from the taxpayer's income

(1) If incurred in his regular trade or business, or
(2) If incurred in any transaction entered into for profit, though not connected with the trade or business."

There has already been much controversy as to what the treasury department expects to do in regard to losses on account of bank failures, because regulations do not specifically cover the matter of bank losses as differentiated from ordinary losses in the regular course of business.

The difficulty will naturally arise in determining when a loss on account of bank failures becomes absolute or definite.

However, we have already found a number of decisions which should be of great help in this year and apparently should be used by the average taxpayer in making up his 1931 return provided his

bank deposits were caught or lost in bank failures.

Reference is made particularly to the following decision by the United States Board of Tax Appeals.

"Egan and Hansen Co.—1BTA. 556—Taxpayer charged off as of Nov. 30, 1919 a bank deposit loss because the bank failed. This claim was disallowed by the commissioner because the amount of recovery was not known in 1919 and a dividend was recovered in October 1920. The Board of Tax Appeals however overruled the commissioner and allowed the loss in 1919 as originally claimed by the taxpayer."

It is believed that taxpayers might well follow the above decision in filing their 1931 returns in order to protect their interests. The statute of limitations at the present time is only 2 years and under the present method of examining returns it is possible that such losses may be moved from one year to another when the return is audited, so that if a loss is not taken in 1931 it might be too late to claim a refund if taken in 1932 and if the return is not examined until 1934 or 1935 after the statute for 1931 has expired.

Bad Debts

On account of the depressed business conditions and the unusual credit situation during the past year bad debts will also be an important factor in 1931 tax returns. In fact it has been a common error among taxpayers to charge off bad debts in the wrong year.

The income tax law is very peculiar in regard to bad debts, on account of the fact that the statute requires that a bad debt must be charged off in the year in which it is determined to be uncollectible. Although the 1928 Act, which is the present law, does provide for a partial charge off in the year in which a debt becomes "suspicious" or appears to be a partial loss.

We submit the following abstract from the law in regard to bad debts.

"Re. 74—Sec. 23—In computing net income there shall be allowed as deductions, debts ascertained to be worthless and charged off within the taxable year (or in the discretion of the commissioner a reasonable addition to a reserve for bad debts) and when satisfied that a debt is recoverable only in part, the commissioner may allow such debt to be charged off in part."

And to more fully explain the law we submit the following quotation from Article 191 of Sec. 23 of Reg. 74 which reads as follows:

"Where all the surrounding and attending circumstances indicate that a debt is worthless, either wholly or in part, the amount which is worthless and charged off or written down to a nominal amount on the books of the taxpayer shall be allowed as a deduction in computing net income."

It will be seen therefore that whenever it is difficult to collect an account or wherever a debtor appears to be in difficulty financially at least a part of the debt should be charged off in the current year's return.

Complete information regarding the debt, the attempts made to collect same and the reasons why the debt is believed to be bad should be set forth in the return.

Stock Losses

In charging off a loss on account of stock sales or on account of valueless stock it should be borne in mind that there is a distinct difference between the two methods.

A loss on account of the sale of stock must be due to the fact that the stock in question has been legitimately sold through a regular broker or to a bona fide party for a given sum and the stock certificates must have been transferred during the year 1931.

Furthermore, the same stock must not be repurchased within thirty days after it is sold.

Differing from the above method is the method used to determine a loss on account of worthless stock.

To fix such a loss it is necessary that the company represented by the stock must be insolvent or in bankruptcy at the time that the loss is charged off or taken.

In other words it is not possible to take a loss on account of worthless stock simply because the stock is not selling on the market or not in demand.

Summary

Summarizing the above facts in regard to these 3 important possible deductions on a 1931 tax return we would suggest that deduction be claimed for an estimated percentage of the loss on your Bank Deposits in closed Banks.

Second—A claim for deduction on

account of Bad Debts should be made wherever the debtor is in a bad financial way.

Third—That losses on account of Stock transactions can be taken only where there were bona fide sales and actual transfers of the stock.

Fourth—That losses on account of worthless stock may be taken even though the stock was not sold, if the company back of the stock was in bankruptcy or insolvent in 1931.

We might add that under the existing laws there is apparently no way that a loss can be claimed on account of the depreciated value of bank stock if the bank continues operations or becomes merged or consolidated with another or other banks. However, a loss may be claimed for the full cost or March 1, 1913 value of stock in definitely closed banks, less of course any dividend returned to the stockholder during the taxable year.

Poor Subscriber

Many and varied have been the excuses offered by macaroni and noodle manufacturers for not paying the unusually small charge for The Macaroni Journal, but the poor fellow referred to below surely takes the prize. He exaggerates quite a little but many of his accusations are based on indisputable facts. However, he sets an example that many others should follow. Here's a copy of an interesting letter from a macaroni manufacturer in Greater New York:

"I beg leave to inform you that the present shattered condition of my bank accounts makes it almost impossible to send you the small check of \$1.50 in payment of one year's subscription to your very interesting and helpful magazine, The Macaroni Journal, though I am taking the liberty of putting another little strain on my bank account in remitting the small amount requested by you. There are small bills that just must be paid and I consider my subscription to The Macaroni Journal as one in this class. Hence, my special effort, an act which I hope will encourage others to emulate for your magazine's welfare.

"Like most other business men and practically all other macaroni and noodle manufacturers, the state of my present financial condition is due to the effects of federal laws, state laws, county laws, corporation laws, by-laws, brother-in-laws, mother-in-laws, out-laws, that have been foisted upon an unsuspecting public. Through these various laws, I have been held up, walked on, sat on, sandbagged, battered and squeezed until I do not know where I am, what I am, or why I am.

"These laws compel me to pay a merchants tax, capital stock tax, excess profit tax, income tax, state automobile tax, city automobile tax, gas tax, light tax, road tax, amusement tax, cigar tax, cigarette tax, street tax, real tax, school tax, surtax, syntax and carpet tax.

"In addition to paying these taxes I am requested and required to contribute to every society and organization that the inventive mind of man can organize. To the Society of John the Baptist, the Women's Relief, the Navy league, the Children's Home fund, the Policemen's Benefit, the Dorcas society, the Y. M. C. A., and the Y. W. C. A., the Boy Scouts, the Jewish Relief, the Belgium Relief, the Near East Relief, the Gold Diggers home. Also to every dog, cat and human hospital and every charitable organization in town, the Red Cross, the Black Cross, the Purple Cross and the Double Cross.

"The government has so governed my business that I do not know who owns it. I am suspected, expected, inspected, disrespected, examined, re-examined, informed, required, commanded, expelled and compelled until all I know is that I am supposed to provide an inexhaustible supply of money for every known need, desire or hope of the human race. And because I refuse to donate all I have and go out to beg, borrow and steal more money to give away, I am cursed, discussed, boycotted, talked to, talked about, lied to, lied about, held up, held down, knocked down and robbed, until I am nearly ruined, so the only reason I am clinging on to life now is to see what in the h— is coming next.

P. S.—I have \$1 left but that goes to the bank to pay for the privilege of letting them keep my money for me till it was all gone."

A Cheap Thing to Do But It Often Works

Cases under the Uniform Sales Act continue to crop up, mostly under the clause which provides that a contract to buy and sell merchandise valued at more than \$500 shall not be enforceable unless (1) in writing and signed by the "party to be charged or his agent," which means the party who is trying to get out of it; or (2) unless it has been partly paid for; or (3) unless it has been wholly or partly delivered.

Thousands of word-of-mouth contracts to buy goods would be thrown out of court if either party wanted to put them to the test. It is greatly to the credit of business honesty that comparatively few do.

A lot of cases arise out of sales made by brokers or agents. For instance, a favorite method used when the sale is made in this way is for the broker or agent to make out what is called a broker's sales slip. This is usually used in triplicate. The broker writes in the details of the sale, signs it "as broker," sends one copy to the buyer, another to the seller and keeps the third himself. Thus each party has a record of the transaction.

Quite often this is the only written record of the sale. One party, let us say,

decides he wants to get out of it. If he consults a lawyer, the latter will tell him the contract is unenforceable against him unless he signed something. Of course he signed nothing, but the broker did. The broker under the law represents both parties. Is the broker's signature to the sales slip enough, therefore, to bind the party who wants to get out of the contract?

Out of this question has arisen hundreds of cases and the courts have gone on record many times about it. The consensus of opinion is that unless the broker happens to *exclusively* represent one of the parties, his signature is not enough to make the contract enforceable. In other words, if he represents both parties, as brokers usually do, he cannot sign a sales slip or a sales contract so as to bind either party. Therefore when the broker's sales slip is the only writing in the way of a contract, it cannot be enforced unless one of the 3 things noted above has happened.

There was a recent case involving a car of grapes in which a fierce fight was waged over this. The seller of the grapes sued for the purchase price when the buyer did not pay, but lost because the transaction had not been reduced to writing and signed by the defendant. There was a broker's sales slip, handled as have described above, and the plaintiff stood on the theory that the broker signed the slip as the defendant's agent, therefore the defendant was bound. Following was the court's slant on that:

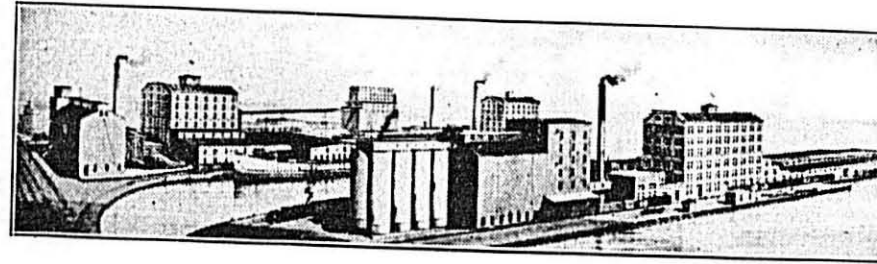
"Where brokers deal on behalf of both seller and purchaser, and undertake a joint mission, it must appear, in this class of cases, and the memoranda must show they signed for the purchaser, or the contracts will not be binding. Giving the benefit of every reasonable inference which can be drawn from the evidence—it cannot properly be concluded that the broker signed the telegram and sales memorandum, upon which plaintiff bases its case as agent for the defendant. It follows that the contract sued upon is unenforceable under the Sales Act and the defendant is entitled to judgment upon the whole record."

While I am called upon many times to advise clients that purchase-and-sale contracts are not enforceable because the law has not been complied with as to putting it in writing, I have always tried to discourage a client from depending alone upon the fact that the contract wasn't in writing, because it seems to me a particularly cheap thing to say to a man with whom you have made an oral contract, "You can't hold me to it because it wasn't in writing." In other words, to acknowledge that the only way your word is good is when it is written. It does not seem to me that I would want to take that position even to save my loss.

In the case of the car of grapes the seller lost his deal apparently solely because he hadn't made his buyer sign a written sales memorandum. That was only defense the buyer had for defaulting.

By ELTON J. BUCKLEY, Counsel at-Law, 1650 Real Estate Trust Building, Philadelphia, Pa.

*Super. Ct., 10-7-27—P. 129.



HOURGLASS SEMOLINA

*Milled with Precise Care
Assuring Absolute Uniformity
At All Times*

*Location Enables the Best of Service
Write or Wire for Samples and Prices*
DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: 210 Produce Exchange

BOSTON OFFICE: 88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

CHICAGO OFFICE: 14 E. Jackson Blvd.

PITTSBURGH OFFICE: 706A Plaza Bldg.

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.

Choose Only Registrable Trademarks

All food products of the same descriptive properties will be considered as covered by a trade mark duly registered on one of them. That is the attitude recently assumed by the officials of the United States Patent Office and it will have a decided bearing on the registrability of trade marks by macaroni manufacturers and other business men on their respective products. The new ruling was occasioned by recent decisions of the Court of Customs and Patent Appeals. Therefore if a trade mark is selected for macaroni which has already been registered for coffee or pineapple, the patent office will not register the new trade mark.

Under the laws of unfair competition difference in goods is still recognized, but no mark should be selected which cannot be registered in the patent office, as in many instances federal

registration is extremely desirable. A federal registration permits the registrant to file a copy of the registration with the different customs houses for preventing any importation of similar goods bearing the registered trade mark.

Every firm should have an incontestable trade mark duly and properly registered. Conflicting claims on trade marks now in use should be cleared up through proper legal action or friendly understanding. Make sure that your old trade mark is rightfully yours and take extraordinary care in choosing a new one that will not be in conflict with trade marks now utilized by other macaroni manufacturers or other producers of foods.

"Casa Napoli"

Recalling a request for a search last summer on the registrability of "La

Napoli" for alimentary paste products which was found to be registered by the Western Union Macaroni Manufacturing company of Denver, Col., it is noted that in recent issue of the Patent Office Gazette the trade mark "Casa Napoli" was offered for registration at Rochester, N. Y. Serial No. 319451 for homemade spaghetti sauce, Caru style, and claiming use since Sept. 1, 1931.

The trade mark "Casa Napoli" literally means "The House of Naples" the word "Naples" or "Napola" being the name of a well known city in Italy is not open to exclusive appropriation by anyone.

In all probability the Naples Macaroni Co. Ltd., of Los Angeles may wish to use "Naples" which is part of the firm's name, in its trade mark and may be interested in the above applica-

Golden Egg

The trade mark of the Golden Age Corp., New York, N. Y. was registered for use on noodles. Application was filed Aug. 7, 1931, published by the patent office Oct. 27, 1931 and in the Nov. 15, 1931 issue of the Macaroni Journal. Owner claims use since Nov. 15, 1930. The trade name is in outlined letters.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in January 1932 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Padisco

The private brand trade mark of Parkway Distributing Co., Inc., Philadelphia, Pa. for use on noodles and other groceries. Application was filed Nov. 4, 1931 and published Jan. 12, 1932. Owner claims use since Sept. 24, 1931. The trade name is in heavy type.

PRINTS

Five-Minute

The title "Five-Minute Brand" was registered Jan. 26, 1932 New York, N. Y. for

use on spaghetti. Application was published Oct. 16, 1931 and given registration number 13588.

Taking No Chances

Louis Simon, comedian, tells the one: An old Negro down south handed a letter to his preacher. It was addressed to "De Lawd." It said the writer was about to lose his house because he couldn't pay interest on a mortgage; also, that he was without food and was hungry. He asked "De Lawd" to lend him \$50. The preacher taking pity on the old man collected \$42 among his friends and gave it to him. A week later the old man handed the preacher another letter addressed to "De Lawd." It said:

"Dear Lawd—I ax yoh to loan me \$50 ar' de preacher done give me forty two. Frum now on please do business wif me direct."

American Macaroni Industry's ... Debt to Mark Carleton

Up to the late '90s the struggling macaroni industry in the United States had to get along as well as it could with raw materials milled from the ordinary soft wheats that grew abundantly in the wheat fields, carved out of the verdant prairies of the central states. Those preferring to make a higher grade of goods had to purchase their semolina from Italy or indirectly from Russia.

In the last decade of the last century farmers in Kansas and other wheat growing states were seriously troubled with an unknown wheat disease later diagnosed as "wheat rust" or "black stem rust," that was destroying the livelihood of thousands of these helpless grain growers. Everything known to the farmer or to the experts in the state and national agricultural bureaus had been resorted to in combating the fungi that still the rust persisted, particularly in years of drought.

From Kansas Uncle Sam got word of a hulking fellow named Mark Carleton who was doing things in wheat culture that were surprising. So they called him the name of Niglio & Mechet in Washington where he was asked to find ways and means for stopping the destructive "black stem rust."

Carleton sprayed the seed wheat with chemicals that the agricultural experts gave him—and brayed with disgust when they made an ass out of him, for the disease in wheat spread its dread spores undeterred.

For purposes of experiment Carleton planted wheat on the slopes of Maryland, the flats of Texas, the prairies of the northwest and the ranges of Texas. "He never rested," says the same unknown author; "he tested till basted in a try about with the black holocaust," but for a cure did he find for rust.

Undaunted by many failures he continued his experiments, widened his research. Some one told him of a group of Russian farmers in Kansas who were growing a kind of wheat that stood unharmed throughout the ruthless winters of the western plains, wheat that withstood the black rust with fewer casualties than did any other kind of wheat known to the American farmers.

Learning that the seed wheat for this rust resistant variety had been brought from these immigrants from the steppes of Russia, off goes Mr. Carleton to that European country to get a supply of the original strains of that wheat. He departed on his memorable trip on July 4, 1898, Independence Day. It was a new day for thousands of our American farmers if they could then have sensed it.

In Russia he found Kubanka, the durum spring wheat that "was as hard as the heart of the hell drought that ruined our farmers with the help of the demon black rust." A shipload of this valuable wheat arrived in time for distribu-

tion among the farmers in all sections of the country who planted it the following spring, some with hope, others with misgivings, feeling that the "wheat days" of the United States were slowly but surely passing, as nothing could withstand that plague.

No better climatic condition could have prevailed for a thorough test of this new wheat variety. Rainfall was scant during the spring and summer, and the heat during June and July stood at a record point. Yet when the harvest was made late in the summer it was found that the new Kubanka wheat had stood, just as Mr. Carleton said it would.

But alas and alack! The farmer's worries were not yet solved. He had a

macaroni manufacturing countries to try the new American durum wheat. He pleaded with the exporters in Duluth and New York to cooperate in every possible way to dispose profitably of that large surplus of this wheat that had been created in the first few years after its introduction. He appealed to the American people to "macaronize their diet," seeking the assistance of the very limited number of manufacturers who were the pioneers of an industry that later developed into one of the important food-crafts of the United States—a group that should always honor this "creator of macaroni wheat in our country."

As secretary of agriculture Mr. Carleton got out government bulletins emphasizing the value of durum wheat as the "savior crop" for farmers in the semi-arid sections; he compiled macaroni recipes; he and his staff created dishes with macaroni as the motif; he interviewed and quoted famous chefs. He lauded the food value, the tastiness of semolina fritters, semolina souffles, semolina macaroni, spaghetti and vermicelli; he wrote up garnishes for his favorite macaroni specialties, "talked timing, temperatures, browning;" in fact Browning showed no greater poesy than this macaroni-madman describing dishes destined, he hoped, to be the American wheat farmer's salvation.

Mr. Carleton had previously gone to the millers, studied their milling problems, suggested changes and installations that enabled them to produce this "golden granulated flour, known to the knowing world as SEMOLINA." This tireless worker, the "father of the durum wheat industry and the savior of the American macaroni business," has attacked this "agean problem" from three widely differing angles,—the production of a rust resistant wheat, supervision of its milling and the development of a taste among the millions who later learned to appreciate the richness of this food, its wide possibility of use and its economical values to producers, manufacturers and consumers.

And thus is recorded in American history another chapter of what one able and willing individual can do for a class. Between the farm, the mill and the macaroni factory, "Mark Carleton radiated and peregrinated, advising, suggesting, directing,—while Uncle Sam, publicity expert de luxe, disseminated the new found knowledge that Secretary Carleton wanted known and educated those he wanted to know about it."

So, all honor to the "United States Durum Wheat-Macaroni King."—Mark Carleton!

It isn't enough merely to convince a man that you are right. You must get him to act on his conviction. The execution must follow conviction.



Mark Carleton

1931 Census of Manufactures Started

Census Bureau Mails Questionnaires to Manufacturers---Questionnaires Fewer and Simpler Than in Former Census

The Census Bureau is now mailing its 1931 Census of Manufactures questionnaires to all macaroni and noodle manufacturers, with an urgent request that they be filled out and returned promptly. The value of manufactures statistics is dependent largely upon their timeliness, which in turn is dependent upon the promptness of the manufacturers in returning the reports.

Information given on the questionnaires should relate preferably to the calendar year 1931; but if more convenient to the manufacturer it can cover a business or fiscal year ending within the period from April 1, 1931 to March 31, 1932. In either case however, it should cover a full year's operations, unless the plant was newly organized or went out of business within the year.

The 1931 questionnaire is considerably smaller than the one used for the 1929 canvass. This is due to the fact that the 1931 census is one of the regular biennial series and does not fall within the decennial series (as did the census for 1929 when the questionnaires were expanded considerably).

The major items covered by the 1931 questionnaires are only four in number, namely:

- Wage earners employed, by months.
 - Wages paid.
 - Cost of materials, fuel, and purchased electric energy.
 - Products by quantity and value.
- For the first three of these items the

inquiries are uniform for all industries, whereas the fourth varies greatly for different industries, according to the character and the variety of products made. The questionnaires for a few of the industries carry, in addition, special inquiries in regard to materials consumed and machinery or equipment in use.

The 1931 questionnaires call only for the number of wage earners on the payroll for the week which included the 15th day of each month. At prior censuses the questionnaires have also called for the numbers of salaried officers and employees but no data on such employees will be compiled at the present census. The term "wage earners" is used to designate mechanics of all classes and all other manual workers engaged in activities which are part of the manufacturing processes or accessory thereto; the figures also include data for watchmen, firemen, engineers, and similar wage earners essential to the operation of the plant.

The figure given for wages paid should represent the aggregate of all wages paid to the wage earners during the year 1931.

The cost of materials, fuel and purchased electric energy, and also of containers in which the products are sold, actually used during the period covered by the report, should be reported as a single item. In other words, the combined amount covering this class of ex-

penditures will be reported without breakdown. This will simplify somewhat the work of filling out the questionnaire as compared with that used for 1929, which called for this class of information in greater detail. The amount reported should cover the cost of materials, etc., which were actually consumed in the manufacture of the products made during the year covered by the report. Materials remaining in stock at the end of the year are not considered in connection with the census statistics and therefore no data in regard to such materials in stock should be given.

It is essential that products be reported according to the classifications on the several questionnaires. In the cases of some important industries it is necessary to call for data in considerable detail in order to enable the Bureau to publish statistics which will be of practical value to the industries concerned. Certain of the items on the questionnaire have been amplified from time to time in response to industrial conditions or to demand for statistical information. It is essential, therefore, that separate figures be given for each class or type of product manufactured, if separate figures are called for on a questionnaire. Combined figures for two or more items are less satisfactory for census purposes than carefully prepared estimates for the separate items.

Now Macaroni Men!--A prompt and complete report will be appreciated.

Macaroni Concerns on Full Time

Milwaukee's macaroni industry is operating at a brisk pace states the *Milwaukee (Wis.) Sentinel* last month. Since Jan. 1, the Tharinger Macaroni company and the Milwaukee Macaroni company, two leading producers here, have shown substantial increases in production and are now running on full time schedules, with one of the firms putting in considerable overtime.

The Milwaukee Macaroni company plant has been operating 4 nights weekly and Sundays in addition to the regular 5½ days of work to fill recent heavy orders.

"Although we have maintained a high level of production during the last 6 months, heavy receipts of orders in the last 2 weeks, most of which came from the eastern states, has prompted us to run at capacity," Erwin John, president, stated.

At present the firm is making upwards of 20,000 lbs. of macaroni products daily and consumes more than 100,000 lbs. of durum wheat from the northwest fields

weekly. Orders for more than 200,000 lbs. of macaroni are now on hand, while inquiries at present indicate that before these orders have been filled, substantially more bookings will have been received.

Milwaukee Macaroni company began here in 1911, with a modern 5 story plant constructed in 1925 with 50,000 square feet of floor space.

A production schedule, double that of December and about 35% ahead of October and November, is being carried out at the Tharinger plant, which is now operating 5 days weekly.

"Orders have shown a remarkable upturn in recent weeks and since Jan. 1 we have been on a full time basis, producing more than 23,000 lbs. of macaroni products daily," F. J. Tharinger, president, said.

Contrast?

The month of February gave us Lincoln and Washington.

Lincoln was born in poverty. Washington was raised in wealth.

One lived in a log cabin; the other in a large plantation.

Lincoln's father was a poor carpenter; Washington's father, a plantation owner.

Lincoln had less than a year's schooling. Washington enjoyed such educational advantages as were available in his day.

In early life each developed a passion for clean manly sport. Lincoln had great physical strength. Washington made up in energy what he lacked in strength. That they were alike.

Lincoln had no use for slavery. Washington was a slaveholder.

Lincoln detested war. Washington lived and died a fighter.

With each, character stood out in bold relief. Lincoln had remarkable human understanding, a great heart and great moral strength. Washington was known for fair and sound judgment--and for truth.

Opportunity? Heredity? Environment? I wonder. Just write your answer.

—From "The Safe Worker," published by the National Safety Council.

February 15, 1932

THE MACARONI JOURNAL

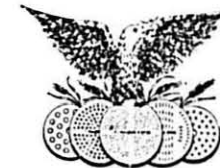
27

Why Are Maldari's Insuperable Macaroni Dies Preferred?

Because the material and workmanship are fully guaranteed to give entire satisfaction and because they are so made to allow for several repairs, thus assuring you better and longer service, hence, CHEAPER IN THE LONG RUN.

F. MALDARI & BROS., INC.

178-180 Grand Street



TRADE MARK

New York, N. Y.

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

QUALITY SEMOLINA

Strong, Uniform
and of
Good Color



WE ARE SUBSCRIBERS

CROOKSTON MILLING CO.
Crookston, Minn.

Important Announcement

We Are Receiving Frequently

New Lots

Good Color

CERTIFIED
GRANULAR EGG YOLK

Specially Selected For
Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire



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

◆ **Fight Increase in Workmen's Compensation Rates** ◆

Missouri manufacturers of macaroni products are presenting united and determined opposition to the proposal to increase the Missouri rates on compensation insurance for workers in that state.

Through the National council, insurance carriers who write workmen's compensation have requested that a revision be made in the present rates. The objections are that a raise, particularly on workers in macaroni and noodle plants is not only untimely but wholly unjustified. As applicable to macaroni plants the proposed rate would be increased from \$4.95 to \$5.08, making the Missouri rate equal to the prevailing national rate.

In their appeal to the state officials for permission to inaugurate the new increased rates that will affect practically every industry in Missouri, the insurance companies set forth the following reasons for their requested increases:

- 1—Falling off of premiums amounting to about 7½%, due to curtailment of production which requires fewer workmen and which naturally reflects itself in the decreased premiums complained of.
- 2—Increased losses through accidents resulting from injuries.
- 3—Drop in the security market in which many insurance companies have large investments.

In protesting the proposed increased rate the macaroni manufacturers of Mis-

souri rightfully claim that the new rate is based on the national experience and not on the experience in macaroni plants in Missouri. The manufacturers further protest that the present rate is already from \$1.50 to \$3.00 higher than the prevailing compensation insurance rates in states surrounding Missouri, giving the manufacturers of macaroni in those states the advantage of a much lower rate and enables outside manufacturers to compete seriously with firms in Missouri who are compelled to pay higher rates now, and which would be placed at a still greater disadvantage should the new rate be adopted.

In further protest the macaroni and noodle manufacturers of Missouri claim that bakers are enjoying and will be given a considerably lower rate than macaroni makers, and that in many instances bakers also produce noodles and macaroni, enabling them to offer direct competition within the state to the ultimate disadvantage of the macaroni men. In their contention the macaroni men of Missouri have the help of the Chamber of Commerce of St. Louis, which has gone on record favoring any rate increase which is based upon the experience of the industries within the state of Missouri and not upon the experience of the nation as a whole.

Macaroni manufacturers everywhere are watching with much interest the outcome of the struggle in Missouri. This industry is already being penalized in many states, and manufacturers should be ready not only to fight all proposed increases in the rates on compensation insurance in their own states but also unite in seeking more equitable rates in keeping with the accident and injury experience within their own states.

One reason there are fewer train than automobile accidents maybe is that the engineer isn't always hugging the fireman.

Robert B. Brown Honored

(Continued from Page 12)

Washburn Crosby Co., Chicago; A. G. Graif of King Midas Milling Co., Minneapolis; Conrad Ambrette of Consolidated Macaroni Machinery Co., Brooklyn; E. J. Thomas of Capital Flour Mills, Minneapolis; B. Stockman of Duluth Superior Milling Co., Duluth. Friends unable to be present but who contributed toward the purchase of the gift of appreciation presented to Mr. Brown were—Carl Schmidt of Crescent Macaroni and Cracker Co., Davenport; Henry Mueller of C. F. Mueller Co., Jersey City, and Lloyd M. Skinner of Skinner Manufacturing Co., Omaha, Neb.

After all is said and done it's really the work that praises the workman.

**THE STAR
STANDS ALWAYS
FOR
PERFECTION**



**It Takes Good Dies To Make
Good Macaroni**

THE STAR MACARONI DIES MFG. CO.

47 Grand St.  New York City

"WE ARE SUBSCRIBERS
TO THE CAMPAIGN"

**PER PASTA PERFETTA
Usate!**



"Meglio Semola-Non ce ne"

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

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



**OUR MODERN
DESIGNS
ADVERTISE
AND HELP
SELL YOUR
PRODUCTS**

**ARTISTICALLY
DESIGNED
LABELS
AND
CARTONS**

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"



Stop That Flour Waste!



Because flour is such an important ingredient in the manufacture of macaroni and similar products, it is very important to handle the flour in the most efficient and sanitary way—to avoid both loss of flour and prestige.

**Why Gamble With
Your Business Prestige?**

Anyone who has sifted much flour and noticed the surprising amount of lint, string, bits of paper, lumps and other fine matter that comes from flour, needs no further proof that sifting flour is important in the macaroni business.

With Champion Flour Handling Equipment you are equipped to aerate, convey, blend and sift your flour in one operation. Its many automatic features greatly simplify and cut the cost of flour handling and reduce the possibility of loss and waste.

Write for the interesting free folder, 17-A, today

CHAMPION MACHINERY CO.
JOLIET, ILL., U. S. A. FLOUR-OUTFIT HEADQUARTERS

Notes of the Macaroni Industry

American Beauty Ohio Manager

C. A. Ross of Toledo, has been appointed district salesmanager for Ohio by the American Beauty Macaroni company, Kansas City, Mo. Mr. Ross has had much experience in macaroni selling, having formerly served as salesmanager for the same firm at Kansas City.

Salesmanager on Tour

Allen W. Darden, general sales director of the Skinner Manufacturing company, Omaha, Neb. who believes that much better results may be obtained through personal contacts with district representatives than by lengthy correspondence, completed a most satisfactory trip through the south last month. His cheering message was that his firm would attempt to overcome the effects of depression by expanding, believing that now is the opportune time to do so.

To the southern salesmen he emphasized the sales value of the "Dixie Package" recently adopted as the container for Skinner's macaroni spaghetti, egg noodles, raisin bran, fruit pectin and other products. The "Dixie Package" is a cotton bag, utilized by the Skinner company to aid in stabilization of the cotton industry, a friendly gesture to the firm's many southern customers.

While in Florida Mr. Darden studied the citrus industry. He stated his firm was interested because it contemplates addition of a new product to its growing line of foods, that would use thousands of boxes of citrus fruit.

Fifty-fifty, Italian Milling Law

Italian millers will now be permitted to use a larger percentage of imported hard wheat in their semolina milling according to the new ruling that went into effect Jan. 1, 1932. They are now

required to use at least 50% of domestic hard wheat in the mix as against the 75% requirements last year.

Millers of soft wheat flour will still be compelled to use 95% of domestic soft wheat.

During November 1931 Italy purchased only 20,000 bu. of wheat in this country, shipment being made from the port of Galveston, Tex.; also 5000 bbls. of American flour shipped out of New York.

Tax Macaroni Plants

Taxing bodies of every nature appear to have gone on "taxing sprees" and in the face of the general depression have succeeded in adding heavily to the burden of business men. From Savannah, Ga. comes word that macaroni manufacturers there will hereafter pay an annual city tax of \$150 if the new tax schedule adopted by the city council stands the test of the Georgia court. Practically every form of business activity is included in the tax list of this city.

Keystone Co. Reelects Officers

Joe Guerrisi was again elected president of the Keystone Macaroni company of Lebanon, Pa. when the directors of the company were reelected at the stockholders meeting in January. Other directors given their former positions with the company are Frank W. Kreider, vice president and treasurer; Walter C. Graeff, solicitor. Additional directors are George W. Stine and P. N. Hershey. Daniel Kreider was renamed secretary.

Rochester Plant Damaged

The macaroni plant of the Rochester Macaroni company, 206-210 Heard st., Rochester, N. Y. was badly damaged by a stubborn fire of undetermined origin the night of Feb. 5, causing a loss of about \$6200. The fire originated near the

elevator shaft on the first floor and so reached all 3 stories of the brick structure that houses the macaroni plant. Practically all of the machinery was damaged and thousands of pounds of finished and drying goods were destroyed. The proprietors, Giovanni Russo and John Marco, estimate the loss at \$5000 on the machinery and equipment and \$1200 on stock and raw material's.

Kentucky's Dating Measure

At a meeting of local, state and national representatives of wholesale chain store organizations held in Louisville, early in the month, a program was agreed upon in opposition to the packaging dating bill now before the Kentucky legislature. It is officially known as House Bill 236. The bill provides that packages of food products be required to place date when packed, printed legibly, on the package or container of all foods in cans or other containers.

Boehm Co. Asks for Charter

The "W. Boehm Company" of Pittsburgh, Pa. is seeking a charter under laws of the state, according to application made recently by W. Boehm, S. Bernard W. Boehm and Robert Boehm. The intended corporation will manufacture macaroni, spaghetti, egg noodles and kindred products. The Boehms have for years been in the noodle manufacturing business in the city, enjoying a wide reputation for high quality goods.

Fire Damages Plant

The building that houses the Detroit Imported Macaroni company in South Brownsville, Pa. was threatened with destruction by fire last month. Occupants of apartments above the plant and the restaurant conducted by Tony Tagli had to be rescued by firemen, so rapid was the spread of the flames. The loss is estimated at \$4000.

Here's A Campaign To Help You Sell Macaroni, Spaghetti and Egg Noodles

- ✓ Economical
- ✓ Delicious
- ✓ Healthful



The 3 happy energetic characters pictured above, representing macaroni, spaghetti, egg noodles, form the symbol used by the National Macaroni Manufacturers association.

In a booklet prepared by the Association, extensive advertising campaign is graphically illustrated. This campaign, designed to bring macaroni, spaghetti and egg noodles into the public spotlight, is helping to make the wives of the nation conscious of the

Tea Company's "Macaroni Week"

The week beginning Feb. 22, 1932 will be "Macaroni Week" for all salesmen, distributors and clerks of The Great American Tea company of New York city, with branches and representatives in practically every section of the United States. Depression may have its effects on sales but it should have an opposite effect on sales efforts, believe the executives of this great organization which offers the timely and sage advice that "Difficulties melt under white heat enthusiasm."

"Macaroni Week" sponsored by the National Macaroni Manufacturers Association last year was a golden opportunity for this firm because it encouraged record-breaking sales of macaroni, spaghetti and egg noodles. The collapse of

the proposed "macaroni week" in 1932 by the National association will not be permitted to dampen the enthusiasm of The Great American Tea company which had looked forward to the "week" with much anticipation, so it is sponsoring one of its own.

First the firm supplied its district managers with copies of the National association presentation book showing the proposed advertising schedule in newspapers in 1932 and then through its official organ "Red Pepper," features the proposed "Macaroni Week" beginning Feb. 22 by a special article commendatory of the association's plans, and suggesting proper capitalization of the studied plans presented. Here's the article referred to:

February 15, 1932

THE MACARONI JOURNAL

31

for these three foods, and to emphasize their health properties and economy of use. Sample newspaper and magazine advertisements show different dishes in which one of these three foods is featured, accompanied by a delightful recipe. Each advertisement carries a headline that stresses the goodness contained in these foods, the many easy, simple ways to prepare them, and the money that can be saved by serving them in comparison with other foods.

These different advertisements are appearing in newspapers throughout the country. There is no mention made of any particular brands. Regardless of where your territory is, many of your customers will see these ads, and their interest will become aroused. Here is an excellent opportunity for you to join with this campaign by telling your customers about our Golden Key Macaroni, Spaghetti and Egg Noodles. Make every effort to push these items especially during January and the entire Lenten season. This is also an excellent time to introduce these items in the homes that are not acquainted with them. Every effort you make will repay you with many repeat orders, because the items are staple and are used throughout the year.

Note: The second annual macaroni week begins Feb. 22. Push macaroni products vigorously this week!

Macaroni Exports Still Decline

A study of the import and export figures of macaroni products prepared by the U. S. Bureau of Foreign and Domestic Commerce for November 1931, indicates that while the imports are holding about level the export trade shows no pickup. The exports for November 1931 had reached the low point of 266,815 lbs. returning to exporters only \$28,297, as

compared to 474,622 lbs. exported in November of 1930 which brought \$33,152.

A decrease of more than 40% in volume is noted in the exports of macaroni, spaghetti, vermicelli and egg noodles in the first 11 months of 1931 when they reached the low figure of 4,259,098 lbs. for the period Jan. 1-Nov. 30, 1931, bringing to the shippers a small total of \$323,288. During the same 11 months in 1930 American macaroni distributors shipped a total of 8,186,033 lbs., and getting \$663,099.

Imports Off Too

The importation of foreign macaroni products has been considerably reduced. In November 1931 the total quantity imported was only 254,342 lbs. costing importers \$19,025. In November 1930 the imports were 280,192, costing \$21,706.

The 1931 imports are apparently off about 12% for the period reported. From Jan. 1 to Nov. 30 the total imports were 2,156,999 lbs. worth \$161,415 as compared with 2,473,316 lbs. imported the first 11 months of 1930 for \$204,815.

Exports of Macaroni, Spaghetti and Noodles by Countries

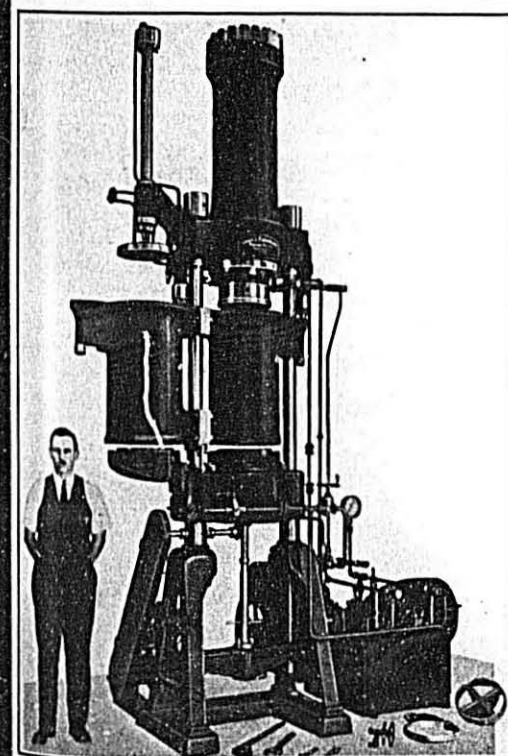
Countries	Pounds	Dollars
Irish Free State	2,400	169
United Kingdom	53,765	3,783
Canada	124,812	11,924
British Honduras	1,365	98
Costa Rica	72	11
Guatemala	505	59
Honduras	14,636	658
Nicaragua	2,710	128
Panama	45,894	2,521

Salvador	48	14
Mexico	3,880	361
Newfoundland and Labrador	383	34
Bermudas	3,089	255
Barbados	80	7
Jamaica	310	24
Trinidad and Tobago	234	41
Other Brit. W. Indies	764	97
Cuba	48,382	2,550
Dominican Republic	4,720	273
French W. Indies	424	19
Haiti, Republic of	1,300	59
Virgin Is. of U. S.	850	59
Venezuela	582	86
British India	1,179	127
British Malaya	305	33
Ceylon	615	74
China	15,704	978
Java and Madura	2,513	268
Other Netherl. E. I.	489	65
Hong Kong	855	94
Japan	11,772	1,132
Philippine Is.	9,368	1,384
Siam	120	20
British Oceania	45	4
French Oceania	1,450	88
New Zealand	6,310	377
British E. Africa	99	11
Union of S. Africa	2,748	317
Gold Coast	38	4
Morocco	2,000	100
Hawaii	55,221	4,151
Porto Rico	38,345	2,270
	460,381	34,718

YES, FREQUENTLY!

A North Carolina paper records that a sailor "was killed by coming in contact with a live wife." Of course it was a typographical error but then you know such things have happened.

The average man is like a match—if he gets lit up he loses his head.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of

Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St. New York City

The MACARONI JOURNAL

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

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

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

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

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

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

Vol. XIII February 15, 1932 No. 10

Questions and Answers

Some are easy and other require study and research, but the Macaroni Journal is glad to supply information whenever possible to all its readers on questions of personal or general interest.

Proper Label

Question—(From a miller)—We are making a 50-50 blend of durum flour and durum semolina for use by macaroni manufacturers. Can macaroni products manufactured from such a blend be marked and sold as "Semolina Macaroni"?

Answer—A truthful declaration is always right. The resultant product should be labeled—"Durum Flour and Semolina Macaroni" or "Spaghetti from a Durum Flour-Semolina blend."

Use of Old Label

Question—(A New Jersey factory)—What is the law regarding the use of a label that formerly belonged to a firm now no longer in the macaroni business?

Answer—If the period for which a trade mark has been registered has expired and registration was not renewed, then that would seem to be prima facie evidence that the use of the registered trade mark has been abandoned. If registration has not expired the mark or label may form one of the assets of the defunct firm and arrangements for its use will have to be made with the owner.

Varied Package Display Ready

Theft proof, waterproof and airtight packages, packages of paper, glass, wood, metal, plastic and cellophane—from the raw material state through to the delivery of shipping units of the packaged commodities—will be on display



TERSE BUSINESS TALKS

How Long Is Your Shadow?

Says The Energy Trio

A business is the lengthened shadow of one man. The bigger the man, the longer the shadow.

The United States is as big a business as one can imagine and George Washington, our founder, was so big a man, so great a factor in this business of government, that the shadow of his greatness reaches down through our history for 150 years. This year we shall, more than ever, pay tribute to the man whose lengthened shadow the United States may, in a measure, be said to be.

Would Washington's influence have endured as it has, would we have realized his greatness, if there had been no struggle in founding our nation? Would Washington have been thought a great man—could he have been a great man—if our independence had been secured and our government established by the mere passage of resolutions and the election of a president?

In your business and in mine we have been passing through a period of trial, not comparable to the trials of George Washington, but sufficient to vex our souls and test our ability. How does the way we have stood up under fire compare with the way Washington stood up under the actual fire of the British soldiers and the more galling fire of jealous politicians?

We do not expect to rival Washington in greatness as national figures. We cannot hope to rival his unsurpassed patience and persistence and grasp of affairs. But we can equal him in one respect. Washington always gave his best to the task in hand, whether it was the business of bottling Gage in Boston, harassing Howe in New York, or cornering Cornwallis at Yorktown. We can give our best to our business, our best thoughts and our best energy. When a man has done his honest best for his business, he has done all he can do to project his shadow down through its future. Anything less than his best is unworthy of him and unfair to his fellow workers.

play in a series of exhibits at the Packaging, Packing, and Shipping Exposition March 7-12 in the Palmer House, Chicago. The exposition is sponsored by the American Management association, and is being staged in connection with a week's conferences and clinics on production, packing and shipping, packaging and consumer marketing.

Cartons, wrappers, bottles, tubes and boxes literally by the thousands will exemplify the vital importance of careful packaging in business of today. Methods of packaging and shipping of almost countless commodities will be dramatized; bath salts, soap, erasers, rubber bands, toilet articles, life savers, lead pencils, shirts, hosiery, food of every description, pipe tobacco, cigars, cigars, candy, optical goods, chewing gum.

There will be counter display containers designed for leading advertisers, and boxes which cannot be opened by any burglar's kit. There will be displays of collapsible tubes, waxed paper, foils of every description. At the conferences and clinics experts will discuss color and artistic design in packaging, the importance of packaging in an era of competition and business depression, new transportation developments and their effect on packing and shipping, organizing to cope with packing and shipping, a discussion of packing and shipping materials, and many allied subjects. Materials, package, container and

packaging manufacturers, and those engaged in packing and shipping, the products and methods of whom have definite application to current merchandising and distribution, are eligible participants in the exposition. The conference and clinic will deal with the problems of the package departments.

The first time a Scotchman used fire air in a gas station he blew out 4 tires

4 Rules for Advertising Copy

Arthur Brisbane, columnist, lay down 4 definite, terse rules that should be strictly adhered to in preparing advertising copy:

1. You must make men and women see your advertisement.
2. It must be plain; it must be simply written.
3. It must make people want what you have to sell.
4. You must have faith in your product.

To these Mr. Brisbane has added the observation: "It is not the power of the voice that brings hogs to the hog caller, but rather the appeal in the voice. Proper appeal in advertising will bring back prosperity".

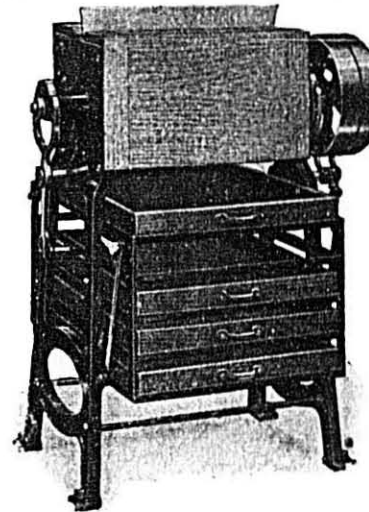
Thoughtlessness and Indifference are the First Lieutenants of Carelessness

FOR SOUPS AND BABY FOODS

The Lenner Patent New Type Egg Barley Machine produces 1200 Pounds of Uniform Granules per day sifted into small, medium and large sizes.

EGG BARLEY

IS DRIED
 ON TRAYS
 IN THE
 SAME WAY
 AS NOODLES
 AND SHORT CUT
 MACARONI



EGG BARLEY

PASTES
 CAN BE
 MIXED
 WITH ANY
 ORDINARY
 DOUGH MIXER

HYDRAULIC PASTE-GOODS PRESSES AND PUMPS. COMPRESSED AIR AND GRAVITY TYPE ACCUMULATORS
 DOUGH BRAKES NOODLE MACHINES DRYERS KNEADERS MIXERS TRIMMERS

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

THE CAPITAL TRIO



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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS

CAPITAL FLOUR MILLS

Offices
 Corn Exchange Building
 MINNEAPOLIS, MINN.

INCORPORATED

Mills
 ST. PAUL, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS 1931-1932

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

Says 'Old Timer' to 'Modern' Son

Dear Son:

From the tone of your letter I must conclude that you must be pretty well "down in the dumps" or you would never have admitted that because of business conditions over which you have no control, you fear that you and Junior stand to lose the business that your mother and I built up for you by dint of hard work, long hours and full cooperation with my fellow tradesmen.

Just what is this "business depression" you so frequently refer to in your correspondence of late? In our time we called them just plain, downright "panics" and the condition through which you are passing is no more and no less than a business panic through which we struggled successfully in my younger days when the business you inherited was a-building.

Well son, I recall an old truth that says that past experiences are valuable only insofar as they help guide us in the present and in the future. It may be surprising to you, but it was a panic like the one that now affects you that enabled me to lay the foundation for the successful business inherited. It struck us shortly after we started out for ourselves, your mother and I. For a time we thought all our savings would be lost, but we worked harder, practiced more economy and profited from the experience and advice of others in the business with whom we counseled, so that when the clouds rolled away we found our business in a position to take every advantage of all opportunities as they presented themselves.

When things are dark to you your competitors are not any too cheerful either. That is when cooperation is most welcome and it was during just such a panic or depression that our trade found it both wise and practical to work together, cooperate for the trade's general welfare. Three of us in one city found it paid almost unexpected dividends to confer, to exchange views and opinions and to know one another personally. Later the idea spread out into the state and then to the nation with the result that soon we had as our guide and leader a combination of the best minds in our trade.

Well Sonny, without attempting to "preach," let me say that this is the test time for men like you. Prune your expenses without jeopardizing any of your essential business activities; study your costs and compare them with those of competitors. If you are out of line get in line or you'll get out of business. Last but not least, take a manly interest in your trade association, support its good intentions, sponsor its activities, because after all there is no one man as wise as the combined wisdom of a group.

If you will do these things will work out by themselves and you'll be "sitting pretty" as you young rascals often say in modern parlance. Remember that "poor times" are "test times," and that they who stand the test now will stand the test in the future. Good luck.

Yours affectionately

"Dad."

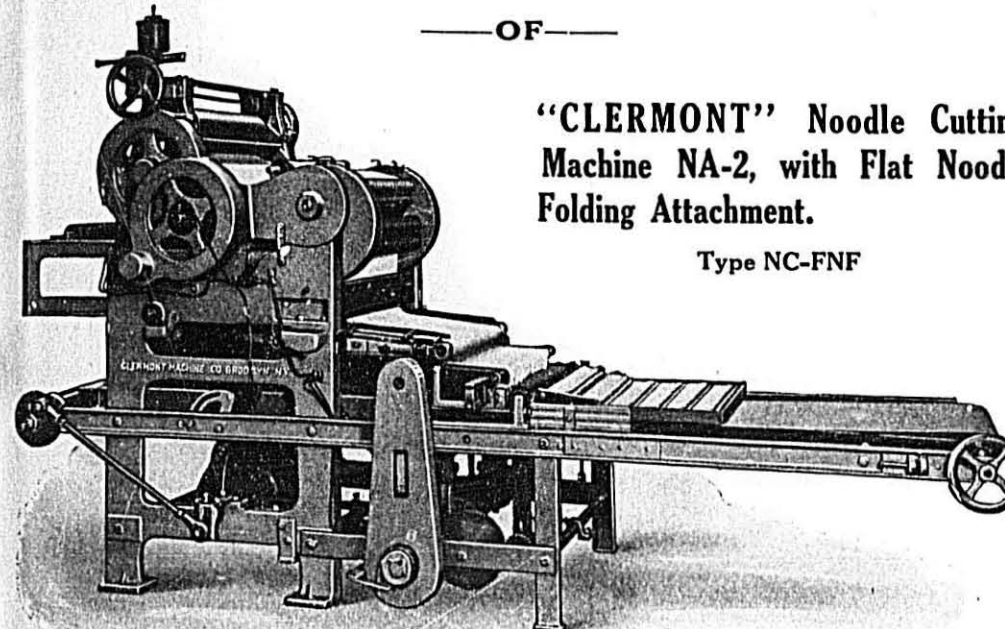


THE LATEST TYPE

—OF—

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

Type NC-FNF

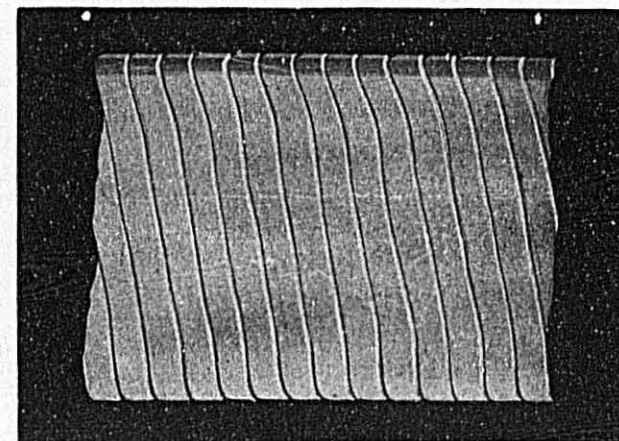


THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product

*Suitable
for
Bulk
Trade*



*Suitable
for
Package
Trade*

The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers	Triplex Calibrating Dough Breakers
Noodle Cutting Machines	Fancy Stamping for Bologna Style
Mostaccioli Cutters	Square Noodle Flake Machines
Egg-Barley Machines	Combination Outfits for Smaller Noodle Manufacturers

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

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

**We make
macaroni
to help you make
better macaroni**

IN THE Pillsbury laboratories is complete equipment for the manufacture of macaroni. Every batch of Pillsbury's Semolina is first subjected to the most searching laboratory tests, at every state from the purchase of the wheat to the last granulation. Then, as a final grand test, we use it to make macaroni. If it makes perfect macaroni for us, it will make perfect macaroni for you.

This is one of the reasons macaroni manufacturers have learned to depend on Pillsbury's Semolina and Durum Fancy Patent to produce macaroni of uniform high quality, and at the same time to cut production costs to the minimum.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

**Pillsbury's
Semolina**

