

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 12**

April 15, 1932

The Macaroni Journal



Minneapolis, Minn.

April 15, 1932

Vol. XIII No. 12

Influencing Quality Demand

Poor, low grade macaroni products are flooding our markets, but has it occurred to you, Mr. Macaroni Manufacturer and Distributer, that this is to a great extent due to our failure to use our influence in controlling the demand?

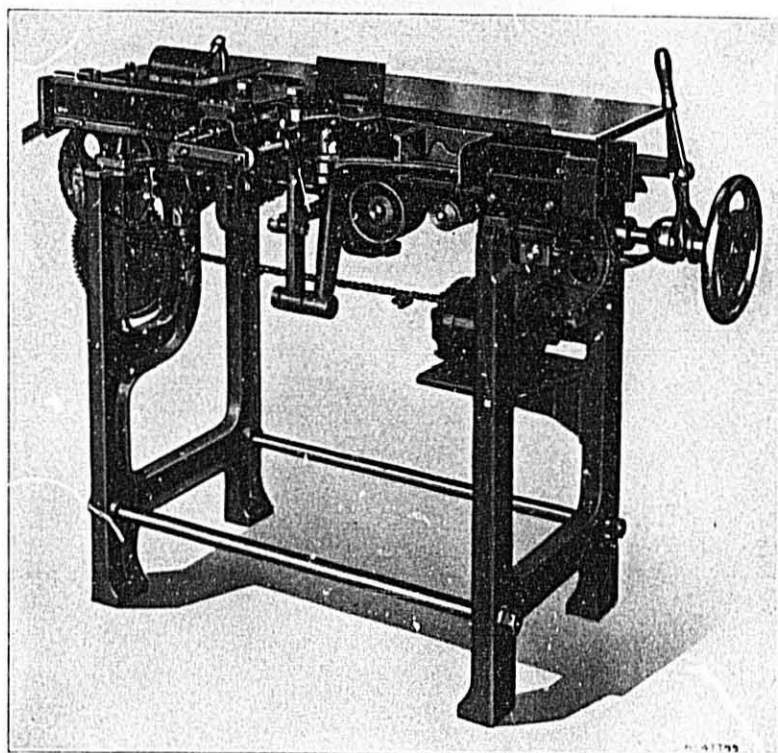
A poor grade article, however cheap its purchase price, is never an economical buy, and no great amount of argument is necessary to convince the buyer on this point.

In the interest of the industry, for the benefit of the distributer and in fairness to the consumer, let's use our influence in controlling the macaroni demand by stressing the fact that it is unfair and un-economic to measure the value of macaroni products on the price basis alone. Quality is much more important as a builder of good will and the bearer of profits through repeat orders.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

Peters Scores Again

*Announcing The New Peters Junior Folding
and Closing Machine*



A compact unit that requires little space and is extremely low priced. Absolute uniformity in every carton is assured. There is no variation in size or shape once machine is adjusted—every carton is exactly alike. Easily and quickly adjusted to a wide range of sizes, eliminating need for multiple units.

Priced at one-third the cost of standard models, this speedy and efficient machine requires only a small initial investment, soon repaid by the savings effected. Has an average production of 35 to 40 cartons per minute, depending on size, and will save the labor of four girls working by hand. Substantially increased profits made available INSTANTLY.

Write for full details today



Peters Machinery Co.

GENERAL OFFICE AND FACTORY

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



April 15, 1932

THE MACARONI JOURNAL

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The House by the Side of the Road

By SAM WALTER FOSS

There are hermit souls that live withdrawn
In the place of their self-content;
There are souls like stars, that dwell apart,
In a fellowless firmament:
There are pioneer souls that blaze their paths
Where highways never ran—
But let me live by the side of the road
And be a friend to man.

Let me live in a house by the side of the road,
Where the race of men go by—
The men who are good and the men who are bad,
As good and as bad as I.
I would not sit in the scorner's seat,
Or hurl the cynic's ban—
Let me live in a house by the side of the road
And be a friend to man.

I see from my house by the side of the road,
By the side of the highway of life,
The men who press with the ardor of hope,
The men who are faint with the strife.
But I turn not away from their smile nor their tears,
Both parts of an infinite plan—
Let me live in a house by the side of the road
And be a friend to man.

I know there are brook-gladdened meadows ahead
And mountains of wearisome height;
That the road passes on through the long afternoon
And stretches away to the night.
But still I rejoice when the travelers rejoice,
And weep with the strangers that moan,
Nor live in my house by the side of the road
Like a man who dwells alone.

Let me live in my house by the side of the road—
It's here the race of men go by.
They are good, they are bad, they are weak, they are strong,
Wise, foolish—so am I;
Then why should I sit in the scorner's seat,
Or hurl the cynic's ban?
Let me live in my house by the side of the road
And be a friend to man.



The Seal of Uniformity

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

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

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

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

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

★ ★ TWO STAR SEMOLINA

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

THE MACARONI JOURNAL

Volume XIII

APRIL 15, 1932

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Your Business

Considered from every possible viewpoint the macaroni manufacturing business in this country is a good, clean and wholesome trade—a fine business so long as the manufacturers most concerned wish it to be. This is true, contrary to prevailing views that may still prevail, at this moment when everything seems to be in a turmoil.

It must be admitted that conditions in the trade are not encouraging at present and that there are some who are doing things of which they will surely be ashamed later, but nevertheless things might be worse. Just now we are suffering in common with all lines of trade from a splurge of over-enthusiasm, plus an overzealousness on the part of many macaroni men who are still afflicted with growing pains that grew out of disastrous overexpansion in the last decade.

It is said the industry to successfully emerge from its present difficulties, the National Macaroni Manufacturers Association is ready and willing to serve the trade and to lead the way. It is led by capable, experienced and self-sacrificing individuals who have never been miserly with their time and energy, the industry, if it so wills and with the help and guidance of the National Association, may soon emerge from the present depression, bigger and better than ever before.

Macaroni manufacturers who have long been considered as leaders in their line, have always been of the opinion that the association can be only as helpful as the members make it to be. The point we are trying to make is that the success of the National Association will always be in proportion to the support and good will it receives from the macaroni manufacturers whose interests it has always unselfishly sought to promote.

Members of the National Association who are or have been a wee bit undecided about retaining their memberships in the National Association and nonmember firms who have not joined in the past year or two, or were never in the fold, should recall the opinion that prevails in the minds of all our leaders everywhere, that cooperation is the only way out of any of our difficulties. One international organization has its motto "They who help most, benefit most," or something to that effect. That is especially true of the macaroni manufacturing trade—anything that is done to help the industry helps the individual.

Just last month there was manifested a fine example of what can be accomplished through unified action. The Ways and Means Committee of the House of Representatives in seeking to balance the government budget propose a sales tax of 2.25% on all manufactured products sold. Certain foods and other necessities were exempted, but not macaroni products, one of the most economical foods, and in our opinion a necessity. Led by the National Association a unified attack was made on the bill with the result that even before it was defeated, the original bill had been amended to exempt macaroni products from its provisions.

Individual protests have been heeded but it was the concerted assault of the industry that altered the views of representatives who otherwise might have supported the sales tax. Macaroni manufacturers from the populous Northeastern States, from the rural sections of the South, the Gulf shores, the Pacific Coast, the mountains, plains and valleys joined in a unified protestation that must have influenced, to a greater or lesser extent, the adverse vote on the proposal.

This is but one of many instances where cooperative action proved beneficial. The prime purpose of a trade association is to bring together the best minds in a trade and to have them work sanely and knowingly along self-determined lines to improve conditions, not alone for the unselfish, supporting members, but for the entire trade. No real, live conscientious American will long continue to garner benefits from the actions of others without feeling obligated to his benefactors. For this reason every progressive macaroni maker will soon be enrolled as a member of the National Association, ready to help in its unselfish work by sincerely cooperating with it in every reasonable way.

The National Association is now laying plans for its annual convention. It will be held at Niagara Falls on June 14 to 16 and will be open to all who are in any way interested in the future welfare of the macaroni manufacturing industry in this country. Now is the time to manifest some of the courage, optimism and determination that enabled the pioneers in our industry to overcome greater obstacles than we have ever experienced and which they accomplished only through understanding hard work and cooperation.

» WHY A CONVENTION «

Some time or other you may have asked yourself the question,—Why an annual convention of the makers of macaroni and noodle products? This question immediately suggests another,—How did you answer the question?

Officials who have made a study of the convention mania that seems to prevail among us Americans have figured that nearly 15,000 national conventions of some kind or other were held in the United States during 1931. No attempt was made to include in this estimate the thousands of state, district and local meetings of organizations, business, social, fraternal, political or economic that were hardly of a national character. Dad is very naturally interested in the conventions of his lodges or of his particular line of business, capital or labor; Mother attends meetings of her clubs; Big Brother gathers with his Boy Scout friends in county hikes or district get-togethers; Little Sister joins with other economic workers in planning, studying and helping. All of us seem to be "convention conscious."

The answer to the question "Why a Convention?" is simply that everybody is rightfully concerned in matters that affect the welfare of their trades, their hobbies or their natural inclinations.

National conferences on matters pertaining to the promotion of the group and individual interests of those engaged in the manufacture and distribution of



The General Brock Hotel, Niagara Falls, the scene of the 1932 conference of the progressive macaroni and noodle manufacturers, June 14-16.

macaroni and noodle products are helpful not only in promoting understanding but in cementing sentiments on subjects and activities that will help promote the best interests of the greater number. They provide the opportunity of becoming better acquainted with one another, making it easier to approach one another whenever occasion demands, relying on the friendships promoted at these national or district conferences.

Aside from this, those sponsoring the national gatherings aim to develop a program that will be of valuable assistance in making us all more conscious of our business and of our obligations to each other. Contacts with representatives of the allied trades, makers of our raw materials, machines, accessories and packing equipment, tend to keep us up to date on all new developments, help keep us modern and progressive. We hear and see for ourselves and in an atmosphere that makes the impressions more lasting.

The Macaroni Industry of the United States and Canada will meet this year at the General Brock hotel, Niagara Falls, Ont., on June 14, 15 and 16, 1932. This is a delightful season at this great resort and a trip there with your family or friends will be delightful as the conference is helpful.

Remember the date and the place. Arrange your affairs now so as to be at liberty the week of June 12 and you will find that the expense entailed in attending the Macaroni Men's Conference at Niagara Falls is both a sensible and profitable investment.

Health Inspection for Food Handlers

The County Medical Society of Milwaukee, Wis., has inaugurated a movement that is of interest to all manufacturers and handlers of foods intended for human consumption. It proposes to enroll bakers, macaroni makers, candy manufacturers, restaurants, cereal packers and all others concerned in the preparation to voluntarily agree not to hire persons with contagious diseases handle foods in any way, and furthermore not to hire an employe unless first obtain a certification of fitness from the society's physician after a thorough examination. Food men everywhere watch with interest the progress made by the Milwaukee organization.

LISSEN! HERE'S GOOD NEWS



Niagara Falls is renowned as the "Mecca" for honeymooners. Why not a second or a fourth honeymoon with wife next June?

Macaroni Educational Section

By B. R. JACOBS, Washington Representative

On March 7 Charles R. Crisp, acting chairman of the Ways and Means Committee of the House of Representatives introduced in the House the so-called "Revenue Act of 1932." The Ways and Means Committee had been holding hearings on this bill for some time and we had been led to believe that all food products would be exempt from the provisions of the manufacturers' sales tax. When the bill was reported to the House by the Ways and Means Committee we were very much surprised to see that only a few articles had been exempted. Among these were included farm and garden products, fertilizers, and ingredients used in their manufacture, seeds, bran, shorts and feed for animals; meats, fish, poultry, ham, bacon and other pork products, butter, oleomargarine, cheese, flour, meal, semolina, salt, bread, tea, coffee and sugar, and a few other items.

As soon as the country became aware that all foods and other essential articles, particularly those used by the wage earners had not been exempt, literally thousands of protests began to flow into Washington and on to the laps of Congressmen. These protests were so numerous that Representative Rainey of Illinois took occasion to waste more than one half hour in the House of Representatives lambasting lobbyists in general as the industries had no right to be represented and be heard collectively on their needs.

A few days after the bill was introduced announcement was made that all named foods would be added to the list of exemptions and this was the beginning of the defeat of the so-called sales tax portion of the Act. The temper of the House on the sales tax may be illustrated by the action it took on an amendment offered by Mr. La Guardia of New York increasing the normal income tax from 16 to 20% on all net incomes above \$10,000. This amendment was put over by a vote of 124 yeas to 81 nays. When it was offered, La Guardia told the House that he had been accused of opposing the sales tax and not offering anything to take its place and he stated that that was the beginning of amendments that would be offered by him to increase the taxes and surtaxes of all incomes above \$8,000.

For several days the House worked on it and finally came to a vote on the sales tax. The results are now history and we all know this tax was defeated by a very large majority in which both Republicans and Democrats joined.

It is now quite certain that when this bill goes to the Senate the sales tax will be revived although there is no certainty that the bill will be finally enacted in the form in which it leaves the House.

On March 21 Senator Shipstead introduced in the Senate the amendment to the Food and Drugs Act in which all macaroni manufacturers are interested. This amendment authorizes the Secretary of Agriculture to make and promulgate standards of quality for macaroni products. It also provides for the proper labeling of macaroni products which are below such standards. The text of the amendment as approved by the Quality Committee, the Board of Directors and the membership of the National Macaroni Manufacturers association, and also approved by the Secretary of Agriculture and introduced in the Senate is as follows:

A BILL
S. 4178
IN THE SENATE OF THE
UNITED STATES.
March 21, 1932.

To amend section 8 and the Act entitled "An Act for preventing the manufacture, sale, or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines, and liquors, and for regulating traffic therein, and for other purposes," approved June 30, 1906, as amended, relating to misbranded foods.

Be it enacted by the Senate and the House of Representatives of the United States of America in Congress assembled,

That section 8 of the Act entitled "An Act for preventing the manufacture, sale, or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines, and liquors, and for regulating traffic therein, and for other purposes," approved June 30, 1906, as amended, is amended by adding at the end thereof the following paragraph:

"Sixth. If it is a macaroni product and falls below the standard of quality and/or condition promulgated by the Secretary of Agriculture for such macaroni product and its package or label does not bear a plain and conspicuous statement prescribed by the Secretary of Agriculture indicating that such macaroni product falls below such standard. For the purpose of this paragraph the words 'macaroni product' mean any food generally known as an alimentary paste, such as macaroni, spaghetti, noodles, and any similar product. The Secretary of Agriculture is authorized to determine, establish, and promulgate, from time to time, such reasonable standards of quality and/or condition for macaroni products as will, in his judgment, promote honesty and fair dealing in the interest of the consumer; and he is authorized to alter or modify such standards from time

to time as, in his judgment, honesty and fair dealing in the interest of the consumer may require. The Secretary of Agriculture is further authorized to prescribe and promulgate from time to time the form of standard which must appear in a plain and conspicuous manner on each package or label of any macaroni product which falls below the standard promulgated by him, and which will indicate that such macaroni product falls below such standard, and he is authorized to alter or modify such form or statement from time to time as in his judgment may be necessary. In promulgating any such standard, form of statements, or alteration or modification thereof, the Secretary of Agriculture shall specify the date it shall become effective, or after which it shall be used, as the case may be, and shall give public notice thereof not less than ninety days in advance. Nothing in the paragraph shall be construed to authorize the manufacture, sale, shipment, or transportation of adulterated or misbranded foods."

It will be noted that this amendment does not standardize macaroni products, but merely authorizes the Secretary of Agriculture to make standards and forms of statements necessary to promote fair dealing and honesty in the interest of the consumer, which is also the interest of the manufacturer.

This amendment was referred to the Senate Committee on Agriculture and Forestry and has been referred by the Committee to the Secretary of Agriculture for his opinion.

I have had a conference with the office of the Secretary of Agriculture and have been advised that although the Department of Agriculture is now, as it was last Fall in favor of having this amendment enacted, it does not believe that at this time when the Government is retrenching on its expenses, it can recommend its passage. It is quite likely that before this article reaches the industry final action on this amendment will be decided. It is probable that we will have to wait another year before we can get this much desired legislation. The Department of Agriculture has had its appropriation considerably curtailed and its activities increased and it is finding it very difficult to make both ends meet. I was also advised that if the McNary-Mapes amendment, which is the so-called canners amendment, had been offered at this time, it also would have received an unfavorable report from the Secretary of Agriculture as the Department is finding it increasingly difficult to provide the personnel and the funds to properly enforce it.

The National Association Invites You

No National association of any extensive industry can ever hope to enroll within its ranks every individual or firm that rightfully should belong, but all are hopeful of listing as members the progressive, well meaning fellows who realize the benefits of organization and feel obligated to support the activity morally and financially.

A contemporary says that the strength of unity is indisputable. Few things re-

fail to use every ounce of their energy, every bit of their power and every available opportunity to promote their business and trade?"

It is true that like all other business our Industry is suffering from The Depression, but in addition are we not also paying a severe penalty for ungrounded suspicions, unnecessary disorganization and harmful misunderstandings?

Our Government, American Business

come under. Papers inclosed give a necessary information.

This invitation to cooperate through the National Association is both timely and worthy of your fullest consideration.

Our PURPOSE is to EDUCATE and ELEVATE,—our AIM is to ORGANIZE and to HARMONIZE. Toward these ends, may we always have your fullest support and cooperation.

Yours very truly
National Macaroni Manufacturers Assn.

M. J. Donna, Secy.-treas.

WELCOME TO OUR ANNUAL CONVENTION OF THE MACARONI INDUSTRY AT NIAGARA FALLS, JUNE 14, 15 & 16, 1932.

"Il Duce" Sponsors Exhibit

A display of American made macaroni products is to be held at Bologna, Italy from May 15 to 30, 1932.

Under patronage of Premier Benito Mussolini, himself, the exhibition, it is understood, will include the products of the Italian manufacturers operating in the United States and elsewhere throughout the world.

Several American firms, it is stated have already sent exhibits, including macaroni products in beautiful display cartons, cellophane wrapped and in handy containers. As this exhibit is rather new feature, there is some doubt as to its advertising worth.

Pork Eaters

Pork has made up an increasing portion of the nation's meat diet in the last 10 years, says the United States Department of Agriculture. Fifty-two per



Association dues are reasonable; benefits are usually what you wish to make them. It's a give and take proposition from which the Active Member always profits.

tard the natural progress of business more than lack of intelligent cooperation; we should cooperate because it increases efficiency; it promotes good feeling; it improves quality; it creates enthusiasm and gets results.

Cooperation can build a good government, a progressive business and a successful industry; individual selfishness can ruin all three. With that thought in mind, the National Macaroni Manufacturers association on April First broadcast a general invitation to all progressive macaroni and noodle manufacturers to think only of their future progress and to help gain that end by sincere cooperation as members of that organization that has stood for and with the better class of manufacturers through thick and thin, through good times and depressions. To remind those who have overlooked the invitation and those who have not yet been brought to a full realization of their obligation to their fellow manufacturers who should not be asked to "carry the umbrella" all the time for others, the secretary's invitation is repeated. The National association is a group of volunteers to fight for the betterment of the macaroni manufacturing industry in union with other progressive men who realize that as the trade prospers they will progress.

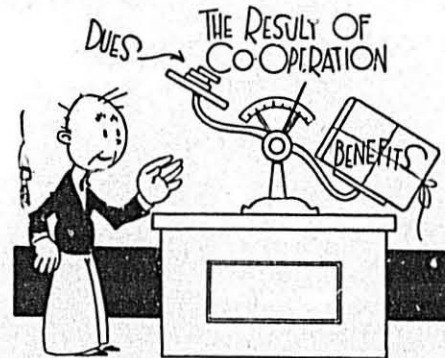
Braidwood, Ill.
April First, 1932.

MR. MACARONI-NOODLE MANUFACTURER:

This is APRIL FOOL'S DAY, but, says the Wise Business Man "Is not every day 'fool's day' for those who

and the whole World recognizes the growing importance of the Macaroni Industry in this country as the producer of one of the best and finest foods for human consumption. Are we taking the fullest possible advantage of this favorable setting? You can best answer that yourself.

Our disorganization is a challenge to our courage and our ability. Let's answer the challenge by helping build a

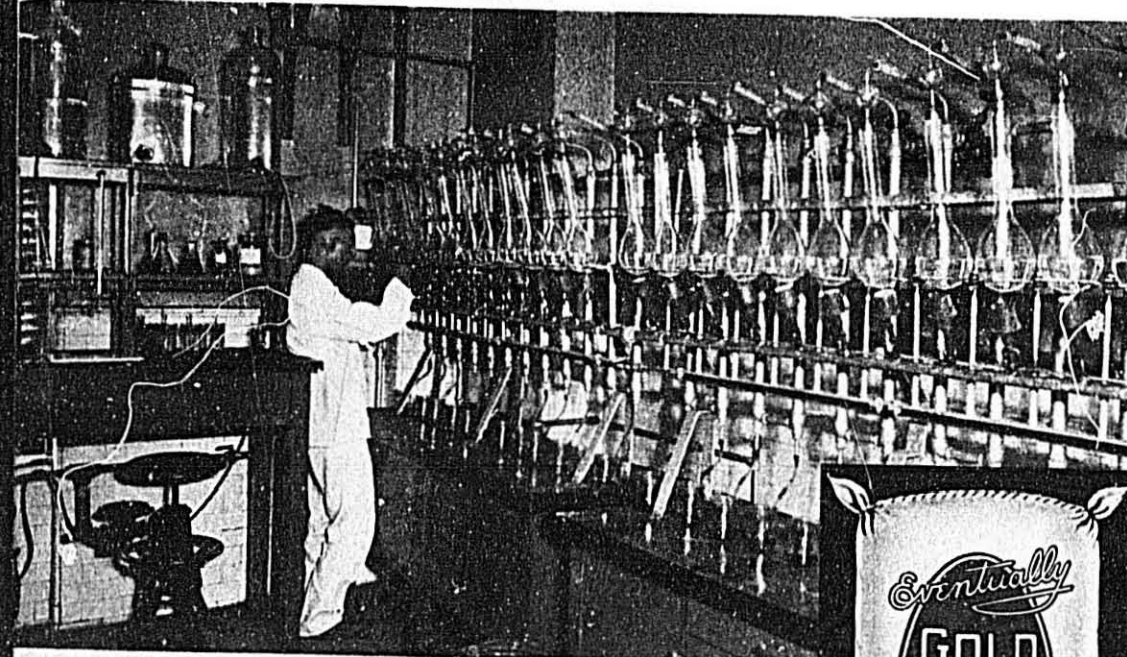


Macaroni and noodle manufacturers can help guide the good old ship "Macaroni" safely into port through the present stormy business sea by closer cooperation.

stronger organization,—you being aware of its need and importance. The National Association, a "going concern" welcomes your cooperation. The cost? It's as low as 7c a day and no higher than 55c, depending on the classification you

cent of all meat consumed in the United States last year came from hogs. per capita consumption of pork last year was 69.6 lbs., compared with 69.3 in 1930. A record was established in 1924, with 74.7 lbs. per capita.

HOW THE GOLD MEDAL MILLERS MAINTAIN ABSOLUTE UNIFORMITY of Color, Strength and Flavor in Semolina



From the Gold Medal Research Laboratories came "Press-testing," greatest boon to the macaroni industry.

Laboratory Research Uncovers The Secret of Milling Control

"Press-tested" Process of Milling Based On Actual Macaroni Manufacturing Experience

"Press-tested" Method The Master Control

At last, from the laboratories of the Gold Medal, has come the solution to one of the greatest problems heretofore confronting both the manufacturer and the user of Semolina: absolute uniformity of color, strength and flavor of the finished product.

Incidental to this scientific method is the development of purification by which bran specks are eliminated.

The means perfected in the Gold Medal Laboratories to bring about absolute uniformity of color, strength and flavor is called the "Press-tested" method.

This "Press-tested" method of controlling the manufacture of Semolina works out in this way: samples are taken from the batches of Semolina as they are milled and made up into macaroni products on the same principle used in making macaroni in a commercial press—under actual working conditions—the same as found in a macaroni plant.

Thus, the Semolina coming from the Gold Medal Mill—Gold Medal "Press-tested" Semolina, produces macaroni products having the same color, the same strength, the same flavor—not only once but every time.

Another point is cleanliness: additional purification banishes bran specks.

If you do not use Gold Medal "Press-tested" Semolina today—we will gladly cooperate with you in the matter of a sample supply in order to make a thorough test in your own plant in the hope of improving your product or eliminating losses caused by lack of uniformity in the Semolina you now buy.

Do this today—it costs you nothing to try and you may profit considerably by it—drop a line to

Geo. B. Johnson, Manager
Semolina Sales Service Dept.
Washburn Crosby Co., Inc.
332 South LaSalle Street
Chicago, Illinois.



GOLD MEDAL SEMOLINA

"PRESS-TESTED"

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

the finest amber durum wheat is used the highest quality grains to make Gold Medal "Press-tested" Semolina.

» ADVERTISING as a SALES AID

The committee on recent economic changes estimated the annual expenditure for all kinds of advertising in this country to be approximately \$1,502,000,000. This estimated total was divided as follows: Newspaper advertising \$680,000,000; general magazines, \$210,000,000; direct mail, \$400,000,000; street cards, \$20,000,000; outdoor advertising, \$75,000,000; radio, \$7,000,000; business papers, \$75,000,000; premiums, programs and directories, \$25,000,000.

This estimate, of course, is not very useful for practical purposes, says The Market Data Book for 1932. There has been a considerable variance in the total amounts spent for advertising in past 3 years. Radio expenditures have increased and other ratios have been disturbed by prevailing business conditions. The trends in advertising are measured by statistics obtainable from leading concerns in each field, rather than from any attempt to measure or to estimate total expenditures.

Advertising is a part of the cost of selling. Methods and appropriations vary to such an extent that general treatment of the subject is useless. Generally speaking, an advertising appropriation of more than 5% of total sales volume is regarded unusually large. The costs of selling vary from less than 1% to more than 50% of selling prices, depending upon commodities, methods of doing business and other such factors.

Demands Balanced Budget

The board of directors of the Chamber of Commerce of the United States has passed a resolution urgently calling for a balanced federal budget. The resolution was introduced by Silas H. Strawn, president of the Chamber, who in presenting it declared that his European trip from which he has just returned convinced him more than ever of the peril that lies in unbalanced national budgets.

The resolution reads:

"Balancing the national budget through proper measures of economy and taxation is the first essential for improvement in the country's economic position. It will strengthen credit, public and private. It will give opportunity for that confidence which will permit business to go forward. It will prepare the way for increased employment. For the public welfare there can be no alternative for a balanced budget.

"Every economy should be put into effect. Drastic cuts in government expenditures can and must be made. Such reductions depend upon the readiness of everyone to forego special interest in appropriations. Supporting Congress in reducing total expenditures means supporting Congress in reducing particular expenditures.

"To balance the budget, under present conditions requires not only the strictest economy in expenditures, but additional

There are 2 rather distinct marketing fields: The industrial and consumer. Industrial selling differs from retail or consumer selling principally because of the necessity for selective cultivation of buyers, the technical problems involved, and the fact that industrial products are generally purchased by organized purchasing departments for business purposes rather than for individual use or consumption. Industrial products consist of materials, equipment and supplies used in manufacturing and such other industrial operations as building, engineering and construction, mining, transportation, etc. According to Class & Industrial Marketing relatively few industrial advertisers spend more than 2% of their sales total for advertising. This amount however is concentrated within a much more limited field than consumer markets and may be several times as much per individual prospect. For example there are fewer than 500 rolling mills in the country. A single purchase of equipment may cost thousands of dollars, allowing for a large, continuous effort per mill.

Sales promotion has been much discussed in recent years, as a new department for many marketing concerns. Generally it functions between the advertising and sales departments allowing mass selling through advertising, more specialized quantity efforts through sales promotion, and individualized personal selling through the sales department.

taxes, carefully framed. In levying such taxes, great care and fairness should prevail so as not to dry up important sources of income and discourage business enterprise on which employment depends.

"We appeal to the public spirit of Congress to review very carefully methods and rates, but to aim unswervingly to the essential objective of a balanced budget.

"We appeal to business men everywhere to abstain from critical objections, to manifest their willingness to aid Congress in this problem. This emergency calls for placing the national welfare above all other considerations so that the credit of our Government shall not be placed in jeopardy, and we appeal to all other organizations to join with us in this patriotic movement."

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In March 1932 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Como Inn

The private brand trade mark of Joseph Marchetti, doing business as Como Inn Restaurant, Chicago, Ill., was registered for

There are 1800 recognized advertising agencies, one third of which handle 75% of the total volume of business passing through agencies. The American Association of Advertising has about 150 members who place \$300,000,000 worth of business annually. Harper & Brothers publishers of "Who's Who in Advertising" estimate that there are some 17,000 persons engaged in the field.

The approximately 140 member publications of the Associated Business Papers, Inc. do a combined average annual volume of business of \$30,000,000 in the trade, class and industrial fields.

The Audit Bureau of Circulations, set up to make standard audits of circulations has 2000 members, including 160 advertisers, 175 agencies, 1500 newspapers, 200 general magazines, 275 business papers, 70 farm papers, etc.

Organized outdoor advertising operates in 17,000 cities and towns. It includes painted display plants, poster advertising plants and commercial sign plants. Owners of such plants are grouped in a trade association known as the Outdoor Advertising Association of America. The headquarters of the Association is in Chicago.

According to the 1930 census there were 9,340,458 radio receivers in use at that time. Figures are not available to indicate expenditures for local broadcasting.

use on spaghetti dinners, consisting of cooked spaghetti, grated cheese and sauce. Application was filed June 19, 1931 and published by the patent office Dec. 15, 1931. Owner claims use since Dec. 16, 1930. Trade name is in outlined letters.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in March 1932 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Euteco

The private brand trade mark of the Eureka Tea company, Chicago, Ill. for use on macaroni, spaghetti and noodles, as well as other groceries. Application was filed Dec. 5, 1930 and published March 8, 1931. Owner claims use since July 1892. Trade name is in black type.

Minervini

The private brand trade mark of Joseph Minervini, Inc., Hoboken, N. J. for use on alimentary paste products. Application was filed Nov. 28, 1931 and published March 1932. Owner claims use since Oct. 1, 1927. The trade name is in outlined letters to the right of which is a statue of a woman.

Trade Practice Conferences

The waste paper dealers held a trade practice conference in New York city on March 14, 1932.

This industry includes dealers, packers, and brokers of mixed waste paper and the by-products of industries using paper materials. Their annual volume business is estimated at \$100,000,000, 70% of which is said to be carried on those who applied for the conference.

you
Command
the Best When
you
Demand
Commander
Superior
Semolina

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

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

They know Commander Superior Semolina is dependable.

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



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

◆ Italian Plants Modern and Sanitary ◆

I read with interest in the last issue of the Journal, a reproduction of an article by Mr. Henry Mueller published in "The Forecast." I am not concerned as to the historical origin of macaroni as much as the erroneous impression he conveys to the readers regarding the manner in



Joseph Freschi

which macaroni is manufactured in Italy. Mr. Mueller knows perfectly well that he is distorting the truth when he says that in Italy macaroni is made by hand and dried on great racks in the open air. Again he says that our sanitary requirements are higher than those in Italy. On both these assertions my reply is that

It's Your Honor

Business is waiting for someone to drive off. The first tee is crowded, and empty fairways beckon. It's your honor.

A by-product of hard times is a flock of new leaders. During the fat years, when stock market bulls graze placidly in pastures of lush green suckers, some of the old leaders seem to soften up. Their fighting blood cools off and they strive to hold first place with timid, cautious arrogance instead of the old full-throated call to battle.

Lincoln nearly went crazy trying to find a general who would fight. Then an obscure colonel electrified the world by beating the opposition to the punch, and it wasn't long before Grant was running things.

Leading a business is a good deal like keeping a garden. It is a lot of work to start a garden—spading, rock lifting, raking, fertilizing, planting and watering. After two or three years it becomes an old story. Plants are healthy and blooms are up to expectations. Your interest is inclined to flag. A little routine weeding seems all that is demanded. Then even the weeds are not often disturbed. The plants become stunted and sterile.

Many a business is choked with weeds. Lackadaisical selling has permitted markets to slip away. Inefficiencies have

Mr. Mueller is either ignorant of the facts he wants to impress upon the public, or he is purposely ignoring them. In either case it is regrettable that a man of Mr. Mueller's standing should maliciously debase a nation and its people.

For his information (which I consider useless, because he knows better) Italy possesses the largest modern macaroni plants in the world, barring none. In sanitation they are equal if not better than a good many plants in other countries, and as far as machinery is concerned I would say it is in Italy where new ideas are developed, only to be copied by others, who make them their own in other countries.

I also differ with him when it comes to quality. I don't believe there is a country on earth where so much cheap macaroni and so many grades are made as in this country. While the Italian macaroni manufacturers have vied with each other to make better macaroni, the manufacturers in this country have been doing just the opposite; the result is 50 lbs. per capita in Italy and 3½ lbs. in this country, which shows a negligible increase if any for the past 10 years.

The pace that has been set this year by manufacturers in this country, if persisted in, will show consumption in the next 10 years to have dropped, instead of increased.

I believe we should put our own house in order before we can criticize other people, who are leaving us in peace to work out our own salvation.

crept into the process and the product has become almost obsolete. The old spirit of hustle has given way to an elegant and contemplative melancholy. A timid cringing from the possibilities of failure has sapped the old driving courage.

Probably the most helpless being in the world is a king who has lingered too much in the throne room and forgotten how kings are made and what they are for.

There is no sanctuary for a leader who will not lead. He is out there in front blocking progress, and must be destroyed. The mob is either back of him or on top of him. He must direct the fire or be the target. Business is not a full dress parade—it's a battle.

It will be some years before manna will drop into the lap of an inert business. There may not be enough to go around for a decade. Those who are waiting for the cores discarded by leaders may find that there ain't going to be no cores.

Anyway, that is the way it has always been before, after business depressions. Most concerns cover under shelter, waiting for the storm to pass, while the hardier outfits press on and are so far out in front when things get better, that they have time to stake out all the good claims.

There won't be many more people in the country in 1932 than in 1931. They won't have much more money to spend. They won't eat any more. It won't be much easier to sell them. There will be just as many difficult problems. It will require just as much vision and courage then as now to step out in the open and do something about it.

But when the business history of the thirties is written it will be found that many of the great concerns of that golden decade got their real start in 1932. Other business institutions will date from that fateful year the beginning of their decline.

It's your honor.

—The Wedge.

The Connell-Jacobs Wedding

Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association and one of the best known men associated with the macaroni industry was wedded early in the month with Miss Margaret Maso Connell of the nation's capital.

The wedding ceremony took place in New York city on Wednesday April 14, 1932, at the home of Frank L. Zerega of Brooklyn, N. Y. president of the National Macaroni Manufacturers association attended by the best man and Mrs. Samuel Suplee Gheen of Washington, D. C. acted as matron of honor.

Following the service that united the 2 popular Washingtonians they and a small group of relatives were guests



Dr. and Mrs. B. R. Jacobs

Mr. and Mrs. Frank L. Zerega at a 6 o'clock wedding dinner. Those in attendance besides the members of the bridal party were Mrs. Frank L. Zerega, the hostess; Miss Irene Jacobs, daughter of the bridegroom, and Mrs. Joseph Sterling.

Dr. and Mrs. Jacobs are honeymooning in the south going by motor, and will be at home to their friends in the Virginia home south of Washington, D. C. on their return next month.

The macaroni industry extends congratulations.

If you want to better yourself you must make yourself better.

◆ Macaroni Consumption Per Family ◆

An interesting pamphlet entitled "Food" prepared by The Household Magazine of New York, a study of home cooked meals in markets where 150,000-200 meals are served every day in homes, reaches conclusion that families in the United States eat about 23 lbs. of macaroni products per year. According to this study it is found that the south central states lead all others in macaroni consumption, the yearly average being 29 lbs. per family, as against only 15 lbs. per family in the South Atlantic states.

As divided by the author of the pamphlet the South Atlantic states, where macaroni consumption is lowest, includes Maryland, West Virginia, Virginia, North Carolina, South Carolina, Georgia and Florida. The south central states where the per family use of macaroni is highest is composed of Kentucky, Tennessee, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma and Texas.

Contrary to opinions that generally prevail, the heavily populated north central states which cover the district between Pennsylvania and Maine consume less macaroni per family than do the western states, the territory between the Rocky mountains and the Pacific ocean. Consumption in the western states is second highest with 27 lbs. per family to an average of 25 in the north central

states. On the basis of the total quantity consumed, the North Atlantic states lead all other sections because of the preponderance of families contained. In the north central states group the yearly consumption is estimated at 20 lbs. per family.

Meals Served at Home Per Day

In communities over 10,000 with an available population of 47,254,358 60% or 28,504,358 persons are served 3 meals a day at home, while 18,750,000 have meals served in hotels or restaurants.

In communities under 10,000 which have an available population of 59,007,885, 89% or 52,757,885 are served 3 meals a day at home and only 6,250,000 have meals served in hotels and restaurants.

From these figures it is concluded that while only 85,513,073 meals are served at home per day in communities over 10,000 in population, 158,273,655 meals are served daily in homes in communities under 10,000. That means that to the latter group are served 60% of all the meals served at home in the United States.

Copies of this study of meals served in American homes can be had by writing The Household Magazine, 420 Lexington av., New York City.

One Girl in a Million

Miss Gertrude Heikes, pretty Nebraska high school girl, national health champion of the country, is virtually one person in a million. For from a field of 850,000 contestants she was adjudged health champion at the annual 4-H Club meeting with an average of 99.9, a practically perfect record.

Health and beauty, especially among young people, are generally supposed to be natural endowments, and Gertrude had background of 5 generations of farmers on her mother's side and 4 on her father's, and a well developed love of the outdoors. But physicians who conduct the examinations at 4-H congresses are very critical of small defects in health and beauty, and winning a championship requires more than natural gifts.

The important thing demonstrated by the young Nebraska girl is that intelligence, determination and patience applied to a given purpose lead to success even against great odds. Miss Heikes achieved her goal only after 4 attempts and 6 years of intensive training and effort to remedy the small defects in health and appearance that count so heavily in these competitive tests.

Gertrude's program during her 6 years effort included a diet embracing plenty of milk and lots of fresh vegetables, absence from cigarettes, tea, coffee and other stimulants, avoidance of unusually long hours. She took an active part in her housework indoors, and outdoor exercise including swimming, skating and

dancing. Regular bathing, cleansing cream for the face but no fancy cosmetics, and constant attention to brushing her hair and teeth and to the care of her hands and nails, were important factors in her program. And to top it off, kept happy at work and play, had an objective and went after it.

The immediate reward for the success of her program was a gold medal, much photographing and a party by her family and neighbors. But the big reward is the formation of habits of mind, character and person which makes life happier and more fruitful.

Occasion Rather Than Cause

Business depression was the occasion rather than the cause in many of the cases of business failure. So concludes a government report after examining the statements of those who failed in business and regarding the causes of failure. It was found that business depression and unemployment were mentioned more frequently than any other causal factor. An analysis of the data seems to indicate, the report points out, that many, if not most, of those cases where it was mentioned as a causal factor were the result of conditions in the businesses which existed prior to the decline in general business conditions. In the words of the report: "In many of the cases in which the debtor or the creditor contributed the failure to business depression, the real cause was the inefficient business practices of the one who failed. He kept no

books, never took an inventory, and extended credit without regard for principles of sound credit extension. When adverse business conditions came, he failed while his more efficient competitor was able to keep going."

The 2 direct ways in which the depression affected some of the businesses were unemployment among customers and the failure of other business concerns. The first of these was most evident in retail stores, and the second among contractors and those selling to contractors.

Will Help Tired Feeling Caused by City Noises

Change your diet and conquer the city's noises!

That, according to Donald A. Laird, is the best remedy for city workers who complain of the incessant clanging of street cars, honking of automobiles and the rumbling of trains.

Dr. Laird, director of the Colgate university psychological laboratory and head of a research department, is endeavoring to solve the noise problem of big cities.

"Building up this resistance can best be done through care of the stomach and diet," Dr. Laird, who is internationally famous for his research in noise and sleep, has announced. "Constant noise produces fatigue and makes the muscles tense. Therefore, the diet that is best is one that supplies quick energy foods. Tense muscles burn up the sugar in the blood. To battle train and street car and other noises the city worker would do well to eat plenty of foods like spaghetti and white bread and drink lots of malted milk."

The girl who must work in the city and hear constant noises during work and noon hours would do well to add cinnamon toast to her breakfast of a cup of coffee, Dr. Laird said.

Decrease in World Wheat Area

Increased winter wheat acreage this year in 7 countries, excluding Russia, is more than offset by decreases in nine other countries out of a total of sixteen countries for which the Bureau of Agricultural Economics has reports. Increases are reported in France, Italy, Germany, Poland, Bulgaria, India, and Tunis; and decreases in the United States, Canada, Spain, Rumania, Yugoslavia, Hungary, Belgium, Lithuania, and Algeria, the U. S. Department of Agriculture announces.

The largest increase in acreage is reported in India, where the area is placed at 33,745,000 acres compared with 31,028,000 acres a year ago, but recent advices to the bureau indicate that yields below normal are expected in that country. The bureau has received a report, also, of a possible reduction in the Russian spring wheat sowing campaign together with a smaller amount of seed sown per acre. France has recently increased to 35% the proportion of foreign wheat that can be mixed with domestic wheat—a larger foreign quota than has been permitted by France at any time in the last two years.

Advantages of Credit and Cash Business Outlined

Some of the obvious advantages of selling strictly for cash as well as for conducting a retail business on a credit basis are outlined in "Better Retailing," a handbook for merchants. Some of the advantages of a strictly cash and a credit business are listed as follows:

Advantages of Strictly Cash

Gets the money when the sale is made.
Does not tie up capital.
Saves interest on borrowed money.
Provides cash for current operating expenses.
Reduces bookkeeping expense.
Saves collection expense.
Avoids bad debt losses.
Avoids arguments and loss of trade through disputes.
Prevents forgetting to charge amounts.
Fewer goods are returned.

Advantages of Credit Business

Attracts a better class of trade.
"Cash customers are everybody's customers, while credit customers are customers of record."
Price does not restrict sales.
Buying is more convenient for customers.
Goods may be sent on approval and adjustments made easier.
Displays and suggestions sell goods quicker.
Casual buyers and shoppers can be won as regular customers.
Charge customers are usually more interested in quality merchandise.
Credit customers usually buy more.
Volume can often be increased.

---Frugal Widow MacDougall---

To see how well it pays
To be clean & neat & frugal,
Consider please the case
Of Alice Foote MacDougall.

Little Widow MacDougall started business in Manhattan at 41 with \$38 and a coffee pot. She picked up things as she went along.

In 1908 her coffee merchant husband died and 3 children on her hands, she bought 100 lbs. of coffee from friends on credit, roasted it, sold to other friends at 75% profit. In 7 years she had put the children through school. To the coffee business she had added tea and cocoa.

Son Allen went to war; Widow MacDougall did war work at home. In 1919 Allen returned to home and business; mother and son opened a shop in Manhattan's Grand Central Station. In addition to coffee, tea and cocoa they sold Spanish, Italian and English pottery and tea sets.

The shop lost money. Mused Allen: "If we could get them to drink a cup of our coffee they would want to buy it."

"I'm not going to be a Salvation Army lassie now the war is over," said frugal Mother MacDougall.

Nonetheless, Son Allen had his way. One day coffee and waffles were served free to 115 people. Many of them took home a can of MacDougall coffee. A few days later waffles and coffee were again served for a price. From then on, to the business in coffee, tea, cocoa, English, Italian and Spanish pottery and tea sets, was added waffles.

The MacDougalls opened a coffee house at No. 37 West 43rd st. It served not only coffee, tea, cocoa and waffles, but sandwiches, complete lunches, dinners.

Now, if you go into any one of the 7 Alice Foote MacDougall restaurants in Manhattan or into the one in Rye, N. Y., you can buy breakfast, luncheon, dinner, sandwiches, waffles, tea, coffee, cocoa,

Italian, Spanish or English pottery and tea sets, 29 flavors of preserves and jellies, nine kinds of pickles and relishes.

(Editor—Mrs. MacDougall would certainly show the very essence of frugality were she to add a full line of delicious nutritious appetizing dishes of macaroni, spaghetti and egg noodles to her already fine line of frugal dishes, a step we highly recommend.)

Fight Rust in Plant Equipment

Cleanliness is the prime factor in the preparation of all food products and no nation is more particular on this point than are the Americans. By culture, by training, and aided by favorable legislation, the public has learned to demand that its foods be prepared in the most sanitary plants and so packed as to insure its cleanliness when purchased by the consumer.

In the macaroni manufacturing industry this trend has long been recognized by the leading plants, and greater concern than ever is being shown about the personal cleanliness of employes, particular care of machines and equipment, and studied packing of their output.

Industries whose products require cooking or similar processing have long given their attention to the use of non-rusting metals in their vats, kettles and presses. Scientists have long studied the needs of that group and some time ago developed a metal that is guaranteed to be rust proof. It may be more costly than ordinary metal but its longevity makes this nonrusting machine cheaper in the long run.

One firm has experimented with a press with a jacket of pure nickel and found it ideally satisfactory. Another has experimented with a nickel lined mixer and kneader, and both have satisfied themselves that with the immunity of this material from rust and unusual

wear, the goodness, the quality and the general appearance of the product were protected and enhanced. A further advantage is that such machines are easily cleaned and kept sanitary in every way. Installations once made are permanently so.

A well-known firm has for some time been using a monel metal (nickel compound) die for the extrusion of macaroni products and is delighted with the superiority of the product extruded. So claim the makers of these nonrusting machines and equipment.

A busy mixer, kneader or press has time to become rusty, but in this day of part-time production, the care taken put to much pain and labor to keep machines and equipment spick and span ready when the too long delayed rush orders appear. Machines made of non-rusting materials need very little attention and are always clean and ready when wanted.

As the progressive macaroni maker have always reasoned that the best in the way of machinery is none too good, the claims of the producers of nonrusting nickel lined and monel metal machines are being studied with great care and expectation.

Simple Defense Against a Cold

Once more we are in the midst of the cold-in-the-head season and we need be reminded of the advice of physicians and health workers. No cold is a trivial matter; for though it may not cause the present owner much discomfort he is a fertile source of contagion. His unguarded sneezes and coughs spread spray which often carries the seeds of colds to others who may not have the resistance to throw it off lightly.

Although the cold germ has not been isolated, doctors now know that it leaves and gets into the human system by way of the mouth and nose. It is important, therefore, to guard these orifices with clear air, clean food, clean dishes and clean hands, as all of these items may be the carriers of the disease. Above all, coughs and sneezes should be muffled, quick use of the handkerchief. There is no time of the year when fastidious cleanliness is more important to health than at times when colds are prevalent. It is then that cleanliness ceases to be only a personal virtue and becomes an obligation which each man owes to himself and to all those with whom he comes into contact.

These several health practices are specific preventive as doctors have been able to prescribe so far. For the sake of the community as well as individual health they should be followed conscientiously.

Coffee Soon in Cake Form

Cakes of coffee to fit into percolator yielding 2 cups of coffee, packaged in transparent wrappers, will soon make their appearance on the market, according to National Food Distributors Journal.

The Highest Priced Semolina in America and Worth All It Costs

King Midas Semolina

You will never make a mistake by recommending and selling a superior article.

Quality is the surest foundation for a permanent business.



King Midas
Mill Co.
MINNEAPOLIS, MINNESOTA

Secrets of Successful Trade Marking

Get Ready for Better Trade Mark Times to Come

By WALDON FAWCETT

Perhaps it is putting it rather strong to say that, in any respect, the business depression has proved a blessing in disguise. But at least it has had its compensations. Because it has taught the forces of business certain valuable lessons and uncovered unsuspected sore spots that should be cured ere business responds to the "Full Speed Ahead" signal. Among the cankers that the derangement laid bare there is, oddly enough, a menace to the health of established trade marks.

We say "oddly," because among the majority of branders there has not been the slightest notion that anything could be the matter with the trade mark system. To be sure, it is well known that Congress, under the guidance of trade mark lawyers and experts, has been for some years past tinkering with the Federal trade mark laws. But the common understanding is that the perennial program in Congress contemplates a simplification and a broadening of the national system of trade mark registration, to the end that more business men may enjoy its benefits. No hint here of anything wrong with the existing trade mark arrangements as far as they go. Merely that they don't go far enough.

With nearly everybody concerned in a complacent attitude and engrossed in making a good system better, the trade mark field has been quietly and insidiously penetrated by destructive forces. Some persons say it has been due to the tense times and the extremities to which competition has been driven. Whatever the explanation, the covert fact remains that the past year or two has witnessed an epidemic in "bootlegging" brands and labels. Probably the average owner of a national macaroni brand has been wont to think of infringement only in terms of the competitor who adopts a slightly different nickname but one so confusingly similar to the pioneer version of the trade mark idea that intentional and unintentional substitution of goods ensues. That is not the type of trouble that is upon us lately.

Latter day raids on trade marks do, of course, include a certain proportion of the species of invasions which we have just described. But the crime wave which has belatedly brought alarm is somewhat different. It takes the form, more often than not, of the downright forgery of trade names and counterfeiting of labels by irresponsible parties. These bootleggers operate in a small way and for that very reason their operations are not always discovered promptly by the victims. Furthermore, in many instances the brands which are copied to the last detail are not what are commonly known as national brands (having country wide

distribution) but are local or regional brands having, perhaps, distribution within a single state.

Defenders of trade mark integrity have been quick to realize, now that the trade mark sniping has been uncovered, that something must be done about it. Chiefly because the present laws do not adequately deal with the culprits. If a firm with ample financial resources goes too near to a neighbor's trade mark (either in sound, meaning or appearance of the buy-word) the injured party can, presumably, not only halt the trespass but can collect money damages for whatever losses he may have sustained. But the new generation of small fry brand-bootleggers have no property worth attaching if a judgment is obtained. It is guerilla infringement and the consensus of opinion among the best minds at work on the problem is that there is just one remedy that can be counted upon to restore the old state of trade mark safety.

Strengthen the trade mark laws. Put more teeth and sharper teeth in the Federal statutes for the protection of industrial property. This is the formula that has been agreed upon. In compliance with the suggestion, the Patents Committee of the House of Representatives is now having drafted a new trade mark revision bill which will liberalize the requirements for registration—as long sought by reformers—but which beyond and in addition to that old objective will attempt to satisfy the new and pressing need for sterner discipline aimed at the hit-and-run traffickers who take unwarranted liberties with brands and labels. Whether or not Congress will fortify the trade mark system at this session is anybody's guess. But almost certainly such succor for "industrial property" is on the way. And it should be well worth the while of farsighted macaroni marketers to make their arrangements to take full advantage of the enlarged facilities when they come.

With the idea of giving the macaroni audience a "preview" of the better trade mark times to come it may be worth while to take stock of the propositions that are now being worked into proper legal form for official endorsement by Congress. The chief feature of the harsher code for trade mark theft is the proposal to make trade mark infringement a misdemeanor. This classification is already made in our copyright laws and business men feel that many trade marks are more valuable than any copyrights. If it is known that flagrant cases of trade mark infringement will be punished by jail sentences the prospect is bound to deter the freebooters who have been raiding trade marks, secure in the

knowledge that about the worst that could happen to them, if convicted, would be an injunction against continuance of the infringement.

A second "stiffener" is found in the proposal to vest jurisdiction in all trade mark cases exclusively in Federal courts. This should tend to reduce the danger of trade mark grievances coming to naught by reason of the influences sometimes brought to bear on local courts. As a further deterrent to trade mark kidnapers it is proposed that, if convicted in court, they shall henceforth be required not only to pay their own lawyers but hand over a reasonable attorney's fee for the plaintiff, thereby reimbursing the owner of the raided trade mark for his outlay for legal aid in prosecuting the infringer. Traps will be set in the law, and when revised, to catch perjurers who resort to untruths to cover guilt of trade mark infringement.

While it is planned to do so much to intimidate would-be infringers of trade marks, it is also contemplated in the reform program that owners of trade marks shall be called upon to do their bit to make the world safer for pedigreed brands. Notably is this the case with respect to the status of registered marks as going brands. Time and again in recent years, when an offender has been haled into court on a charge of trade mark infringement he has set up the defense that he thought that the mark had been "abandoned" by its original owner and registrant. Sometimes the defendant produces fairly plausible circumstantial evidence to bear out his supposition that the mark was an "orphan" and supposedly subject to adoption.

In order to lessen the opportunity to use the smoke screen of "abandonment" to cover brand snatching, it is now proposed to insert in the Federal law a provision which will require every trade mark owner who desires to retain exclusive possession of his mark, to file a Washington at 5 year intervals formal affidavit stating that he has continuously used his mark since the last affidavit date and proposes to go on with that use. In other words, here is proposed a device whereby trade mark owners must periodically serve notice on the business world that their marks are "live" and current under pain of popular assumption from their silence that the undeclared marks have been allowed to die.

All this is of course in the future. It is not yet a canon of law that a brand owner shall reiterate his trade mark claims every 5 years. But in the meantime, the suggestion is ventured that it is a precaution worth while for every owner of a valuable macaroni brand to volun-

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arily find means now and again to announce to the trade and to the public that his trade marks are doing duty at the old stand; and that the brand names will continue in the future as in the past to stand for the identity and characteristics of products which they have signaled.

The Way Is Plain and Fair, But Can't Be Used

By ELTON J. BUCKLEY, Counselor-at-Law.

Throughout all the recent business depression, especially that phase of it which involved the sharp decline of prices, there has been a lot of discussion over the fact that there was absolutely no legal way in which unrestrained and unintelligent competition could be prevented from driving prices to a disastrous level.

Hundreds of business men and economists have agreed that it would be a good idea to amend the antitrust laws, especially the Sherman Act, could be amended so as to permit reasonable agreements among competitors for the protection of a market from destruction. As long as those laws are as they are, such agreements are illegal, whether they are merely reasonably protective or not, and they have always been so declared to be by the courts and always will be, unless the laws are amended.

I have a report of a recent case before me in which a number of laundrymen who controlled 82% of the business of their territory had long been suffering from unrestrained competition. As is usual, they had been sniping at each other until there wasn't any money in the business for anybody. In spite of the law they made an agreement among themselves which fixed a minimum price for all varieties of laundry work. Anybody would charge more than the minimum price, but nobody could charge less. Also, business was to be transacted only with certain solicitors.

To keep everybody in line, each member deposited a note for a certain sum with a trustee, who was authorized to demand payment as penalty if anybody broke the agreement.

It was a beautiful scheme and a beautiful agreement, and if it had worked would have put those laundrymen on any street. And it wouldn't necessarily have mulcted consumers of a penny. But it didn't work. Somebody took it into court and it was promptly thrown out. Among other things the court said this:

When the direct, immediate and intended effect of a contract or combination among dealers in a commodity is the enhancement of its price, it amounts to a restraint of trade in the commodity.

Price fixing agreements, whether in fact a restraint to the public or not, when entered into by competing firms for the purpose of obtaining higher prices, are illegal at common law. The public are entitled to have competition, in order that they may buy at the lowest price, and it makes no difference whether price fixing agreements are reasonable or unreasonable or tend to monopoly or not. That

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« TERSE » BUSINESS TALKS

Quality Rarely Goes Begging

Says The Energy Trio . . .

When a man is marketing a product or a service that offers the best of its kind, he is sure of some takers. If they cannot pay his first price they will pay the lower price when he makes a reduction. There is never any doubt about a sale at some price.

Many merchants have told me they never get stuck on their purchases of quality merchandise. The stickers are the cheap items.

The government has estimated it costs \$75,000 to produce a finished air pilot. One must have had 200 hours of solo flying to get a transport pilot's license. Air transportation comes high as well as goes high.

This is a good example of a quality proposition, successful despite business depression. There are usually more people wanting to fly than can be taken. Air transportation is transportation—or sport—of the most expensive sort. But it is in demand, regardless of business conditions.

It is so in the case of any quality proposition. When offering quality to the public you are offering something the people want. They may buy something cheaper, but if so, it is because they must, not because they want to.

Throughout the recent depression some business enterprises have prospered because they have tempted people with offerings too attractive to be resisted.

If your business is not gaining as you wish it would, consider whether it is possible that your proposition may not be good enough. There is a greater likelihood that the quality is too low than that the price is too high. Shove up the quality and you may not have to worry about the price.

which the law prohibited was the making of a price fixing agreement by competitors.

That is as complete a statement of the present law as can be compressed into one paragraph. In other words—the dear consumer must be protected in getting the lowest possible price, even though the dealer goes bankrupt giving it to him, and if the competitors, to save themselves from that bankruptcy, join to fix a price which will give them even a small profit, they are law breakers and can be sent to jail.

There are a few cases which rule that a price fixing combination among competitors is legal if it merely fixed reasonable prices, which to me is good law, but those cases all depend upon special situations and do not touch the ordinary business case. A contract among steel men, grocers, dry goods dealers, lumbermen, farm implement people and all the other lines that sell merchandise and commodities, to fix even prices that nobody would consider unreasonable or high, would still be held by any court to be illegal. The law is oppressive and wrong. No consumer has any right to expect a dealer to sell goods at unprofitable prices. He does have a right to prevent a group of dealers from combining to sell goods at unduly high prices, and a law against that would be eminently logical and fair. To prevent combinations of competitors from doing something which nobody

could rightfully object to, is to do something which to me is completely unjustifiable.

And I expect to see it changed before many more years have passed.

Macaroni Industry Helps Roads

By Frank Mercurio of Mercurio Bros. Spaghetti Mfg. Co.

What were we paying, what we are now paying and what we will be paying the railroads for freight if conditions continue the way they are going in the Macaroni industry. In the years 1928 and 1929 we were paying on an average of 10% of our gross receipts to the railroads; in 1931 and 1932 we are paying on an average of 25% to 30% to the railroads and the way we are going the railroads will get 75% of our gross receipts, not figuring what the railroads get on the flour that is shipped to the different macaroni manufacturers throughout the country—that also is a large item. In other words, if this price cutting among the macaroni firms continues, turn your business over to the railroads and bring back prosperity.

The farmer may have his troubles, but unlike the idle working man he has a home at least, also food and something to do as well.

» Has Industry Gone Price Crazy?

As told to James True
By C. D. GARRETSON*
President, Electric Hose and Rubber Company
Wilmington, Delaware

Recent developments indicate that the most dangerous fallacy that has dominated most of our industries is that large volume rather than profit, is the basic factor of success. There is no denying that slack demand tends to reduce prices; but there is an economic limit to the tendency, and many months ago practically all of our industries reached that limit. Regardless of this fact, however, on every hand and in almost every line, we see price slashing far beyond the point where the reductions create or even slightly encourage sales.

The strangest phase of the condition is that so many manufacturers are allowing their pricing to be controlled by the reckless ignorance of competitors. It is a dangerous fallacy to believe that we must do as our competitors do.

No intelligent manufacturer would adopt any method of production that caused him to lose money, merely because a competitor had adopted it. Then why, without hesitation, do so many producers meet the queer and unprofitable prices that their competitors are willing to make?

If our industries do not soon come to something of the same conclusion, I am sure we shall see a great many casualties among manufacturers, for the game of "follow the leader" is more dangerous in industry.

While general price reductions, when based on economies and lower cost of materials, may be economically sound, I have never seen an instance of price-cutting by a manufacturer that had a single constructive element to recommend it. The practice is always demoralizing, and in many instances it leads manufacturers into a condition where their competitive standing has not changed, but where their profits are turned into losses.

There is an effective cure for price-cutting which I shall briefly mention later. The motive, of course, is to take a loss on a few orders in the hope of getting the edge on competition; but I have never known of a case in which the result were satisfactory. This type of price cutting is harmful to the individual industry; but it is not as involved and dangerous as another form—the cutting of prices to meet the buyer's demand.

Long ago, a large manufacturer established a heavy demand for his product with excellent merchandising and large advertising appropriations. He induced thousands of dealers to stock his line, and for several years his dealers made money on his goods. Then the manufacturer sold a large mass distributor at a price which enabled the company to undersell the dealers' established prices by about 35%.

*From "Sales Management," Feb. 27, 1932.

Manufacturers have been playing a reckless game of follow-the-leader in the matter of cutting prices until whole industries and all their distribution factors are in a state of demoralization. Mr. Garretson asks: "How much further must we sink into depression before our business leaders realize the truth about price warfare and the folly of sacrificing profit to volume?"

Of course, the product was sold to the mass distributor under a private brand; but soon the dealers learned of the subterfuge and began to howl. Then the manufacturer, to hold his dealers in line, produced a line of goods for them that were lower in quality and price and allowed them to meet the mass competition.

All went well for a time, until the mass distributor began to demand the inside. He had to have a price that would undersell the dealers, so the manufacturer made the second grade under a private brand and sold it to the mass distributor at a special inside price which allowed him again to undersell the dealers. But again the dealers howled for still a cheaper product with which to meet the new competition.

The operation was repeated, but without appeasing for long either the dealers or the mass distributor. Finally competitive manufacturers cut their prices on all grades and the original manufacturer felt he was forced to do the same. Then the mass distributor served notice that they were going to be low, and cut the price again. They are still chasing each other around a circle.

As it is now, the manufacturer is losing money on everything he makes, with the exception of the original high quality product. But the sales of this product have been dwindling under the pressure of the forced selling of cheap goods, and its profit does not begin to meet the loss on the other lines. I don't know how much longer the manufacturer can stand the gaff; but I would certainly like to have his losses for my profits.

An idiotic procedure of this kind invariably creates a Frankenstein. Variations of it are crushing the life out of many manufacturing concerns, and it has its beginning in a cut price, a bait intended to deceive or lure a buyer, or in meeting a demand from a so-called mass distributor.

There is no cure for this second form of price cutting but intelligent reasoning on the part of manufacturers. Our industries must become distribution-minded, and realize that special discounts to

so-called mass distributors are uneconomical because they are demoralizing distribution and unfair.

The manufacturer in question is selling about 25% of his volume to mass buyers, and to get the business he must pay a dole to the mass distributors in the form of money losing prices. If he sold all of his volume on the same basis he could not keep his factory running single year. Therefore, he is trying to require his regular dealers to pay price that enabled him to subsidize his mass volume, and he can't get away with it. And because such a procedure is unfair it is uneconomic, and for the reason that it is uneconomic it reacts disastrously against general distribution and the manufacturer who promotes the system.

Cut Prices Create Distrust
Probably the most fatal mistake a manufacturer can make is to take unprofitable business merely to prevent a competitor from getting it. Contrary to the widespread and popular fallacy, the best thing that can happen to a manufacturer is to have his competitors take all of the money losing business. I never could understand that strangely benevolent attitude which induces a manufacturer to take a loss merely to prevent a competitor from losing money.

Meeting cut price competition seems insane when you face the facts of the inevitable results. There is never any loyalty attached to a cut price. Quite the contrary. The cut price invariably creates distrust, and leads to demands for still lower prices. Furthermore, the buyer sold on a cut price basis will use the reduction, in the great majority of cases as a means of procuring a lower price from a competitor, and that is why it is seldom possible to surround such a transaction with secrecy.

While I have mentioned but two instances of price cutting, they are typical of innumerable recent cases I have studied. And they prove that it is vitally necessary for manufacturers to learn just a few simple facts about the fundamental economics of distribution. *American producers knew half as much of the science of distribution as they do of production, the problems of pricing would be negligible.*

As it is, on every hand we see the damage done to the intricate mechanism of our national distribution by cut price price subsidies and price doles, and it is similar to the results produced by throwing a wrench into the factory machinery. We have an abundance of evidence to prove that a manufacturing concern without an invariable, economic price policy is like a ship at sea without a rudder, and just as great a menace. . . . The question is: How much further must we sink into depression before our industries learn the truth about cut prices?

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Consolidated Macaroni Machine Corporation

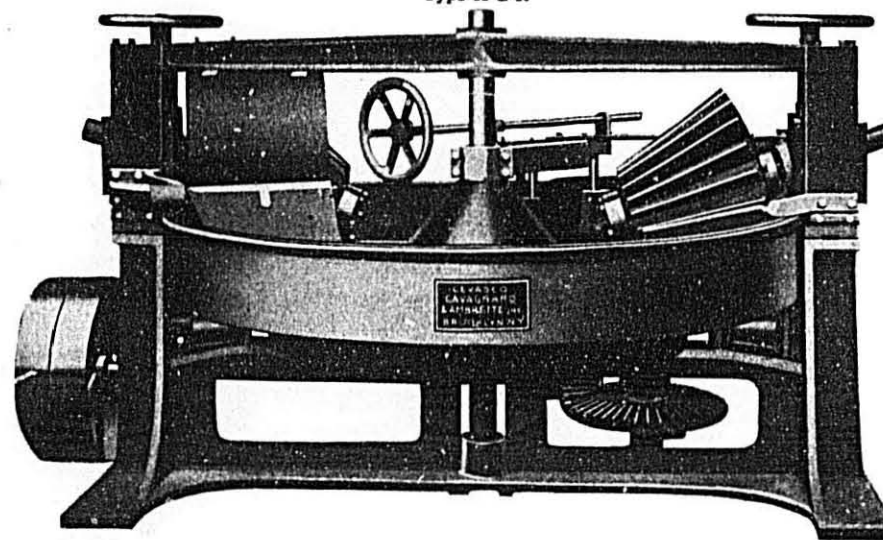
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Cevasco, Cavagnaro & Ambrette, Inc.

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.

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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.

Select Carefully, Register Properly

A good trade mark is an invaluable asset to any firm. This merely emphasizes the need of the utmost care in the selection of a suitable trade mark and its proper registration.

Very frequently a macaroni manufacturer selects a trade name and goes to much trouble and expense to identify it as his trade mark, only to find that it is impossible to register it because of prior use by a competitor or by prior registration by producers of other foods for human consumption.

The services of honest, reliable and dependable patent attorneys in trade mark registration are indispensable. Proof of this is found in practically every search made and the need of care cannot be too strongly stressed.

Sunshine

A southern firm very naturally chooses to call its products "Sunshine" macaroni and spaghetti. With the plant situated in the land of much sunshine, what could be more appropriate or descriptive! At its request a search of the records of the Patent Office was made last month and while it was found that there has been no particular registration of that trade name for alimentary paste products, the government interpretation of the patent and registering laws will probably prevent the registration of "Sunshine" for macaroni products. It was found to be registered a great many times for all kinds of foods for human consumption and not open for registration on macaroni.

Columbus Brand

An eastern manufacturer who caters chiefly to the Italian trade would naturally choose "Columbus" as a trade name for his products. He knows that the trade mark or label has been used by a firm that is now out of business but is

anxious to adopt it as his own. Investigation brought out the following facts:

The trade mark "Columbus Brand" was first registered by the Patent Office on Jan. 7, 1908 by V. Savarese Bros. of Brooklyn, N. Y., claiming use on macaroni products since Jan. 1, 1895. That particular registration also included a picture of Columbus having each foot resting on a globe, a smoking volcano in the background, a water scene, etc. much like the label submitted. It differed only in that pictures of 2 female characters appeared in the old drawing where sheaves of wheat show in the new label.

"Columbia" brand for alimentary pastes has also been registered by A. Zerega's Sons, Consolidated of Brooklyn, N. Y. The word "Columbus" has also been registered for several food products. Indications are that prior registrations would prevent the registration of the brand or the label at this time.

The conclusion is that the particular registration of the trade mark label by the Savarese Bros. has expired, which is prima facie indication that its use has been abandoned and that when abandonment is clearly shown and proved, then the label may be used and registered by anyone desiring to do so.

"Dutch Maid"

What German housewife or frauin does not take great pride in her ability to prepare "Nudlin" or egg noodles to her lord's taste? Because of the part taken by the Dutch in the development of this tasty food, the trade mark "Dutch Maid" would seem to be a most appropriate one for use as a brand name for macaroni products.

When a firm in the northwest sought to have this combination of words registered for use on its macaroni products, the patent office records disclosed the fact that the words "Dutch Maid" are not registered for alimentary paste products of any kind, but that in view of the stand taken by the government

officials in charge of the bureau it can hardly be registered for macaroni products because manufacturers of other foods for human consumption have anticipated them. As previously reported in this column, the patent office objected to the registration of a trade mark that is registered for use on other foods for humans.

The search uncovers the fact that Schneider's Home Made Egg Noodle Company, Inc., of Brooklyn, N. Y., is using the trade mark "Dutch Maid" in connection with a drawing of a typical maid of Holland in an oval. Against a background of earth and sky stands this trim maiden in a Dutch costume from the wide bonnet on her head to the wooden sandals on her feet, and in her arm a shopping basket filled with foods. This firm's trade mark does not bear the word "registered" nor do the records so record. It is probable that this company may prove its rights to its use on the grounds of priority, but that is a matter for the courts to decide.

Success or failure in business is caused more by mental attitudes even than by mental capacities.

Mueller-Hultziser Nuptials

Miss Ruth Mueller, daughter of Mr. and Mrs. Henry Mueller of Jersey City, N. J., was wedded on March 11 at St. Bartholomew's, New York city to Mr. Eugene Hultziser. The bride's father was for many years president of the National Macaroni Manufacturers Association and is the head official of the C. Mueller company, one of the world's largest macaroni and noodle manufacturing plants. The bridegroom is associated with the Childs chain of restaurants. After the ceremony the young couple sailed for Bermuda on their honeymoon.

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Calendar Reform Postponed

The decision of the League of Nations, not only in recommending the fixation of the calendar in mid-April, but also in postponing any other calendar change "until a more favorable time," is explained in a comprehensive issue of the Journal of Calendar Reform, just published by The World Calendar Association, 485 Madison av., New York city. Anyone interested in calendar simplification may send for a copy of this interesting 40 page pamphlet, which explains in readable form the proceedings of the most ambitious international conference ever held on this subject.

Official delegates from 41 nations attended the League conference, and among the really great nations of the world, only Russia was absent. The final action of the League indicates that the present calendar will eventually be changed, probably retaining the present 12 months, rather than adopting the radical suggestion of a 13 month calendar.

"Most of the delegations clearly recognized that the calendar has certain disadvantages," says the official report, "and expressed an opinion that it certainly would be desirable to have a simpler measure of time, more accurately appropriate to the needs of modern economic and social life. But the conference was most unanimous in the conclusion that the present is not a favorable time for proceeding with the modification."

Germany, however, urged that the world economic crisis actually made calendar reform more necessary and imperative. "It is the world depression which seems to us the most urgent argument for change," declared the German delegate. "Economic factors in our opinion make the immediate consideration of calendar reform desirable."

One of the most interesting viewpoints in favor of calendar reform was presented at the League by Mahatma Gandhi, speaking for India. "It would be a splendid thing," he asserted, "if India's 350,000,000 people could have a single national unified calendar and as most of the Indian calendars are arranged on a 12 month basis, it would be infinitely easier to meet on this common ground. I am in favor of such a standardized calendar for the whole world."

Opposition to any 13 month calendar scheme was voiced by important delegations from England, the United States, Switzerland, Japan, and other countries. Rear Admiral Upham, chief of the bureau of navigation of the United States Navy, declared: "The 12 monthly divisions must be retained in calendar reform. Thirteen is an unwieldy number, inconvenient to use and impossible to divide. If all dates were changed according to a 13 month schedule, the Admiralty courts would be full of litigation for 100 years."

The Japanese government in a formal statement favoring reform insisted that Japan is not able to accept any reform which would give the year 13 months."

The Swiss delegate echoed this opinion stating: "The Swiss government has authorized its delegation to refuse any scheme for a 13 month year, and to insist upon the economic advantages of a perpetual calendar of 12 months, equalizing the 4 quarters of the year with each quarter containing 3 months of 31, 30 and 30 days."

The British parliamentary committee submitted a report indicating that "if this conference were to lend its support to the 13 month scheme, the sympathy of Britain would be irretrievably alienated, and the cause of international calendar reform would be not only dead but damned." On the other hand this committee found that British opinion "under more normal economic conditions would welcome a reformed 12 month perpetual calendar."

Good Eggs Cheap

"Not for 20 years have eggs cost so little at Eastertime as now," says the bureau of home economics of the United States Department of Agriculture in the March 23 issue of its Market Basket.

"People who could not afford eggs in the past yet needed the nutriment they contain, now have their chance. Eggs are body building foods. Egg yolk is fed to the baby to supplement milk, and a whole egg each day is a good rule to follow for little children."

Eggs are rich in protein and when added to durum flour or flour of other wheats that contain protein, they make a most nutritious food. Eggs contain also 4 of the vitamins—A, B, D and G—and are an excellent source of iron in a form very easily utilized in the body. Because of this iron, eggs are good body builders.

Egg noodles is a food that very tastily blends the iron, calcium and vitamins of egg yolks with the protein and other qualities of the best wheats grown into a tasty, satisfying, body building combination, a body building, blood enriching food that should be served much more frequently in the homes of the rich and poor. In countless ways egg noodles may be served to add variety to the meal without in any way sacrificing the food values. With cheese or tomatoes, or both, it becomes a food that may serve either as a side dish or the main dish of a meal. Egg noodles is an economical, palatable food, made more economical by the present low price on eggs and flour.

Win Compensation Insurance Reduction

The macaroni and noodle manufacturers of Missouri were victorious in their fight against the upward revision of rates charged in that state for workman's insurance coverage. Through a general increase in the compensation insurance rates was allowed by the state superintendent of insurance, effective Dec. 31, 1931, the macaroni manufacturers were given a reduced rate.

Application for the upward revision was made by the National Committee on Workman's Compensation Insurance and after a hearing in which the macaroni manufacturers presented convincing evidence that an increase would be not only unfair but prejudicial to the best interests of the industry in Missouri, a revision was ordered passed on actual experience of the companies of the state.

The proposed rate for the macaroni and noodle classification was \$4.91 per one thousand, an increase of 12c over the old rate of \$4.79. After considering the evidence submitted, the superintendent of insurance agreed to a new rate of \$3.99 per thousand, a straight decrease of 92c per thousand which brings the Missouri rate on a nearer level with the rates that prevail on macaroni workers in states surrounding Missouri.

A survey of the charges being made in the several states of the Union for the protection of macaroni workers brings forth the information that in altogether too many cases no consideration is given to experiences in plants within the state but the high national experience rate is usually charged. In some states the rates are so high that many plants prefer

to carry their own insurance and find it advantageous to do so. The example set by the determined manufacturers in Missouri might well be followed in a number of states with equally beneficial results. Macaroni manufacturers must be protected by proper coverage of their employees but the charge for the protection should be fair and equitable, based on actual experiences in each locality.

Land Area for Food

It takes more than 2 acres of crops to produce food for an American, but it takes only 1 acre for a German, one half an acre for a Chinese, and only one fourth an acre of land to feed a Japanese, according to Dr. O. E. Baker, economist of the United States Department of Agriculture. Doctor Baker points out that these differences in the acreage of crops needed to feed one person are due principally to differences in diet. However twice as much land is necessary to produce food for a Chinese as for a Japanese, because crop yields are much higher in Japan.

Our Expensive Appetite

Approximately 25 billions of dollars are spent annually to appease America's appetite for food, or nearly 30% of our national income per year. Americans are not the heaviest eaters of foods but they are reputed to eat more expensive foods than the average. Hence this high annual expenditure for foods in this country.

The Americas First---An Epochal Event

James Monroe, fifth President of the United States, declared 109 years ago, that "in the wars of the European powers in matters relating to themselves we have never taken any part, nor does it comport with our policies to so do." That doctrine should be written across the skies in blood-red letters so that every son and daughter of America might reflect upon this sage warning at the present time when we are suffering from "too much Europe." "With the movements in this hemisphere we are of necessity more immediately connected, and by causes which must be obvious to all enlightened and impartial observers," added the wise Monroe, who had fought under Washington in the Revolution.

After a century of "talking about it" Uncle Sam had decided that our national prospects and our advantages are dependent upon "beating Europe to it" in capturing the rapidly growing trade of Latin America.

Every official document on our foreign trade reveals the advantages that await us to the south.

The United States Department of Commerce Year Book for 1931 shows the tragic collapse of our European hopes, most of which have turned out to be pipe dreams. On the other hand the Americas gave an excellent account of themselves under all the circumstances, for while the American Republics have suffered with the rest of the world it is nevertheless found that our average exports have increased 127% and that our imports are 79% higher than in the years just before the war.

As dull as figures are, our nation is blind if it does not understand the importance of these facts. The quantities of coffee and bananas received from the south have been greater than before the stock market blew up in 1929, but as the prices were lower the statistics show an apparent decline in these commodities.

These facts constitute the important preliminaries to an event in American commerce—put a peg in it—when President Hoover touched the historic White House telegraph key for the ceremony of launching the new 5 million dollar Panama Mail liner, the Santa Rosa, first of 4 sister ships now being built for the Grace Lines. These ships are being constructed at Kearny, N. J. The President was represented by Post Master General Walter F. Brown and W. Irving Glover, assistant post master general, as well as by Shipping Board officials and other representatives of the government.

Three governors attended the launching—A. Harry Moore of New Jersey, Gifford Pinchot of Pennsylvania, Joseph P. Ely of Massachusetts. Miss Wendy Iglehart, daughter of the president of the Grace Lines, christened the ship with a bottle of real champagne, brought from Santa Rosa, Calif. by Miss Juliette Proctor, who was made a special deputy prohibition agent to enable her to carry out the sentimental mission of the City of

Santa Rosa. Evidently the Californians have the vision to realize that the dream of James Monroe is to become a realization.

In President Hoover's message he spoke of the building of new ships for service between the Americas, as "an augury of closer communication and intercourse with our neighbors to the south." He said our Merchant Marine act of 1928 enables the government to help finance these new ships.

Chairman O'Connor of the Shipping Board viewed the launching and said the

Santa Rosa initiated "greater entrenchment of our newer American lines. We must redouble our efforts to persuade the American manufacturer, merchant, importer and traveler to use American ships," he added.

Of course other ships will be launched other similar events will be proclaimed by Presidents, governors and steamship officials. But the ceremony of the Santa Rosa means more than that, because leads the procession which is to be joined by countless more American ships in the future.

Those ships will resuscitate the doctrine of Monroe throughout the New World, adding new hopes for "the Americas First."

German Paste Industry Expanding

The manufacture of macaroni products or alimentary pastes in Germany, while still of small economic import, is growing rapidly says "The Mill" a German publication devoted exclusively to the milling trade. It notes that while the trend during and following the World war was toward a concentration of the industry in large plants the opposite is the case in recent years, and small plants are springing up wherever suitable power is available.

Quoting from an article in that magazine by Hopf, the January 1932 issue of "Le Industrie dei Cereali, Organo Ufficiale della Federazione Nazionale Facista, Industriali Mugnai, Pastai e Risieri" of Rome, Italy gives the following facts concerning the advancement of the alimentary paste manufacture in Germany.

The macaroni industry in Germany represented before the war only a small fraction of the total production in all other industries, but following the war, due principally to inflation, the industry made a considerable growth. While before the war, macaroni production averaged only about 70,000 tons it had reached approximately 260,000 tons by 1920. By far the great portion of this production was in the large establishments which caused the gradual disappearance of the small plants during the war and postwar years.

The development in recent years shows an entirely opposite tendency, or the slow but continuous decrease in the number and importance of the large plants and a corresponding increase in the number and importance of the smaller units. This trend has been most pronounced within the past 2 years. It is viewed by many as the natural consequence of rationalization and concentration pushed too far. The author notes that due consideration must be given to local conditions and the problems confronting the operator; where these are favorable, and where small mills are conveniently situated near cheap water power the owner very easily takes up the manufacture of macaroni products.

The author then goes into detail explaining the kinds of raw materials best

adapted for macaroni making, explaining the latest approved methods of manufacture, telling of the machines needed for the various processes. It reviews the cost of conversion of wheat or flour into finished macaroni and indicates, after due consideration of all the makes and shapes, the probable profits that can be made by those in the trade. It emphasizes the advantages of proper merchandising, the public preferring these products in package form.

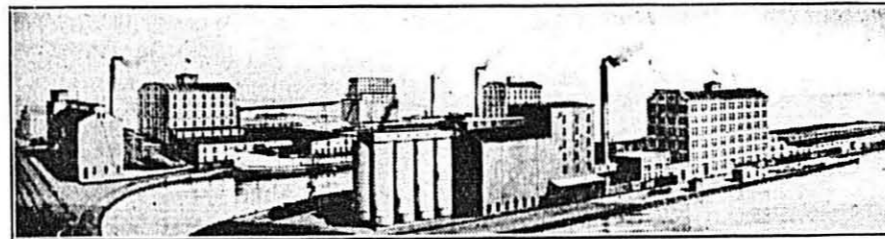
From the review the Italian magazine concluded that from all appearances Germany is considering the organization and development of the macaroni manufacturing industry on a large scale, a movement which is of great and vital interest to the alimentary paste manufacturers in Italy that for years has been supplying the German macaroni markets. All of which is also very interesting to the American macaroni men who are naturally concerned in the development of the industry everywhere.

Abandons Macaroni Fields

The Joe Lowe Corp. of Brooklyn, one of the pioneer firms to supply the noodle manufacturing trade in this country has practically discontinued activities in that line and has withdrawn from the macaroni field, according to company officials.

For several decades the Joe Lowe Corp. was the outstanding supply firm, specializing in imported Chinese eggs and in domestic yolks. When dried eggs were principally used by the egg noodle and egg macaroni makers, this firm controlled several egg breaking plants in China, with their specialized drying departments. Several years ago it turned its attention to American eggs and a plant in Kansas was erected to insure a supply of domestic eggs. Recently the noodle trade has changed from dried to fresh or frozen eggs and thus enlarged its source of supply for eggs.

Always put your best foot forward, but be careful not to get it under a passing automobile.



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Why Do We Eat Less Wheat?

According to the Department of Agriculture the per capita consumption of wheat in the United States has declined by 20% in the last 2 decades. That means we are eating less bread, and farmers, millers and bakers are concerned to discover why.

No definite answer has yet been made to their question. It is suggested that the steady mechanization of industry, requiring expenditure of less muscular energy on the part of workers, has affected dietary habits and resulted in a more diversified menu in which bread plays a smaller part. There may be something in that, although, offhand, we would expect this situation to be reflected even more markedly in the use of meat.

Another suggestion is that feminine ambition to avoid rotundity which has made reducing a popular indoor pastime with the women, may have its bearing on the decreased appetite for bread. Dr. Le Clerc of the bureau of chemistry, who has been making an inquiry into the problem, recognizes this possibility but admits he has no statistics to sustain the theory. Neither have we, but our observation and the remarks we have been hearing from women in recent years persuade us that it is not negligible.

Macaroni Consumption

It is contended that some of the wheat consumption is accounted for in other forms than bread—macaroni products, for instance. Macaroni manufacturers are not at all convinced that there has been any great increase in the per capita consumption of their products within the last decade or two. Import figures for 1912 show that we purchased less than 125,000,000 lbs. of foreign made macaroni. Though actual production figures are lacking it was estimated that domestic production that year did not exceed the import figures materially which would make the per capita consumption in 1912 about 3 lbs. a year. Based on census figures compiled by the government for 1929, our consumption had reached the high point of 3.75 lbs. per person, 95% of which was made in U. S. factories.

Cereal breakfast foods and pastries may account for some of the bread consumption losses but it is quite generally dwindled in amount until it now reaches a point that seriously affects wheat production. Americans want a more diversified menu and vegetables, fruits and nuts, in season, frequently displace wheat foods to the detriment of the latter.

Envelopes as Publicity Carriers

Inasmuch as the space, paper and distribution are paid for anyway, it is just plain economy to make your envelopes regular bearers of your message other than the letter contained. It means merely the addition of an idea and a bit of ink at infinitesimal cost to get "double duty" from the thousands of envelopes used annually, because from 75 to 90% of those addressed are either buyers or

prospective buyers of your product or service.

The Babson Statistical Corp. in a recent bulletin on this subject says: "We suggest that all clients investigate the possibilities of advertising on their regular business envelopes. The entire back of most envelopes is available and some space is vacant on the front of these. A message advertising products, trade associations and the like can be printed or stamped, or attractive stickers can be developed. In THESE DAYS WHEN EVERY DOLLAR SPENT MUST BE STRETCHED TO THE LIMIT, MAKE YOUR ENVELOPES DO DOUBLE DUTY BY USING THE VALUABLE ADVERTISING SPACE ON THEM. Be sure, however, that any ads used meet with the approval of the postmaster general at Washington."

Food Factories on Wheels

Portable frosters for quick freezing of foods, which move from farm to farm, orchard or fishery as the seasons change are a development which the Executive Service Bulletin suggests may have an important influence on the marketing of food products and the economic conditions in general in this industry.

These portable frosters are mounted on 5-ton trucks so that they move about the country from one source of raw materials to another in accord with the season. It is pointed out that in April it may pack shrimp in Louisiana, in May fresh spinach in Texas, in November turkeys in Vermont, and fruits in other parts of the country in between these months. Theoretically a portable factory will never be idle except for overhauling, repairing, and during its pilgrimage from district to district.

Some of the advantages claimed for this type of operation: (1) Prevention of losses in shipping perishable foods; (2) Will be in constant use, whereas ordinary packing plants are idle a large part of the year; (3) Their use will help to stabilize the markets for perishable food crops, lessening the losses that come from flooding of the markets and smoothing out the "peaks and valleys of seasonal food prices;" (4) They will make fresh fruits, vegetables and fish, in frozen form, available the year around in any part of the country.

Wise Wishing

What would you ask for if the fairies would grant you 3 wishes?

You know the ancient parable of the German peasant and his wife. They were sitting before their humble hearthstone late one night when they were visited by a Good Fairy. The Fairy said he had come to grant them the next 3 wishes that they might make. They sat far into the night debating what they should wish for but could not agree. Finally the old wife becoming hungry wished she had 3

hanks of sausage. At once the sausage appeared. The old man was so angered by this wasteful wish that he wished them hung on his wife's nose. This immediately happened. They tried in every way they could to remove them but in vain. And nothing remained but to use the third wish to remove the sausages from the old dame's nose.

Would most of us be any wiser in our wishing if we had the opportunity given to us? The amount of effort we put into our attempts to gain things which savor more of vanity than value and the better things we sacrifice to get something which merely disappears, raises a question as to the soundness of our judgment of value regarding both the things we possess and those which we hope to possess. We see great sacrifices of labor and health made for money, and more money. Yet if we reflect upon the matter we must know that the real value of life reside within us already and scarcely may be increased by any outside circumstances.

Some National Assets

Thinking to cheer American business that has been "down in the dumps" for many months F. M. Feiker, director of the U. S. Bureau of Foreign and Domestic Commerce recently named 10 national assets which should be considered and revalued. Faith in the United States would be readily restored if these assets were given their true value by Americans.

1. A stubborn and transcendent belief in ourselves and in our future.
2. A confidence in the tradition, born of 150 years of history, that America can meet and conquer any crisis.
3. A determination to give our children a better place to live in and more of comfort and enjoyment.
4. A tremendous fund of Yankee ingenuity, adaptability, alertness and courage with which to meet a ? and all problems.
5. A people sane and sober in the midst of economic alarms, with a standard of intelligence the highest in the world, which cannot be stampeded to embrace political economic nostrums.

"These are social assets, as I see it," he added. "Here is a list of the economic advantages—"

1. A national wealth of \$350,000,000,000.
2. A population of 120,000,000 people with 40,000,000 of them gainfully employed despite our unemployment problem, making up the greatest consuming market the world has ever known.
3. A manufacturing industry doing an annual business of \$70,000,000,000.
4. A wholesale establishment handling merchandising to the amount of nearly \$70,000,000,000 a year.
5. Retail merchandising activities which represent \$53,000,000,000 a year.
6. A rainy day provision made by our people for themselves representing \$27,000,000 deposited in our saving banks.
7. More than \$100,000,000,000 in life insurance to which our people added \$1,250,000,000 in the first six months of 1931.
8. A stable currency system backed by an unprecedented gold reserve.
9. A productive capacity for mass output unrivaled in the past or present and diversity of resources that enables us to satisfy a vast range of customers.
10. American investments abroad valued at more than \$15,000,000.

OUT OF HISTORY'S PAGES «

Macaroni Is King

Relief Workers following California's Disastrous Quake Turn Down the Cold Sandwich for the Succulent Wheat Product

(From the 1905 Records is taken this story as a present day significance. Macaroni is such an energy food. The pioneers recognized it; the empire builders ate it frequently and the moderns are beginning more and more to appreciate it.—Editor.)

Victims of great disasters and workers on the rehabilitation jobs have turned down the cold sandwich in favor of hot macaroni.

It took an earthquake to prove the supremacy of macaroni and spaghetti when it comes to feeding hungry workers who have an uncontrollable desire for "something filling" and the sufferers who desire great comfort from good food, well cooked and piquantly seasoned.

A group of Los Angeles policemen detailed for duty at Santa Barbara after the earthquake were the food rebels who decided that macaroni with an outer coating of cheese or spaghetti and tomato

sauce made working a whole lot easier. They found quick response at the first aid stations of the American Red Cross which hurriedly substituted hot macaroni, spaghetti, beans and even individual pies with hot coffee for the emergency sandwiches. The demand from men and women offering relief as well as from those whose homes had been wrecked in the earthquake and who had no place where they might prepare a palatable meal, was overwhelming. But the Red Cross met the demand.

The Los Angeles policemen who were responsible for the drastic change in the food rations did not realize perhaps the important food value of macaroni as a substitute for meat. But the Red Cross dietitians did. They had mastered nutrition. They knew how one food should be cooked, how to serve it palatably and its value in carbohydrates. The added food values of the cheese and tomatoes,

of the onions used for seasoning and of other ingredients they recognized also.

Another important thing they remembered was that jagged nerves, worn by the mental shock of the earthquake, could be soothed if the food demands of the body were properly satisfied.

The Red Cross in its peace program stands, among other things, for health. To be healthy one must be well fed. This means not an over abundance of food but a knowledge of a balanced diet which will serve the body well and faithfully. During the year it dispensed this knowledge to 161,000 persons through instruction in both the public schools and in classes conducted especially for mothers.

Its health crusade has also led the Red Cross to give instruction in home hygiene and care of the sick. This year (1905) 67,281 persons were taught these valuable lessons.

Restaurants Recognize Possible Macaroni Profits

The National Macaroni Manufacturers association conducted only a limited campaign aimed at the restaurant and hotel trade but since last fall there have been many evidences of favorable reaction similar to the one reported below.

The Kugler's Restaurants of Philadelphia featured macaroni products during the week of March 2 to 7 in their several places in that city and here is what Chef Guy Gundaker says about the occasion:

"Macaroni Week made a great hit with our patrons and brought us many old and new satisfied customers. In our menus we featured macaroni week we combined Kraft's cheese in some of the dishes, using their recipes as a base and altered them to coincide with our chef's opinion of improvement. I don't know when we had such a responsive accord of approval from our patrons as we did for the macaroni dishes with cheese. On one day we had macaroni and cheese dressing; another, macaroni and cheese croquette, peppers stuffed with cheese and macaroni, etc. These various items on our bill of fare awakened new palate delights in our old patrons. Heretofore we have had many macaroni dishes. The difference this time was in preparing the macaroni and cheese by a different method. Each one of the macaroni combinations the cheese sauce was developed separately by dissolving the cheese in the cream sauce, and when this mixture was

beaten to a right consistency added to the articles we wished to flavor.

"We made excellent use of the recipe cards but remembered that the National association also published some recipe books for use of the customers and we would like to have sample copies of these books. It would be very helpful, indeed, if we had copies of these booklets for distribution to our satisfied customers."

Government Seeks Mount Vernon

Negotiations with the Mount Vernon Ladies association, looking to Federal purchase of Mount Vernon, are contemplated in a bill that has been favorably reported in the House lands committee.

The bill, drawn by Representative Allen T. Treadway, Massachusetts, instructs the secretary of the interior to confer with the Mount Vernon owners, learn the terms of purchase, and whether the women would continue in charge under federal supervision.

Mrs. Alice H. Richards, regent of the organization, is reported opposed to the legislation. Representative Treadway declared private ownership of George Washington's home "incongruous" with the memorial parkway and the \$5,000,000 federal highway to Mount Vernon.

Macaroni Imports and Exports

Foreign trade in macaroni products continues to decline gradually reaching new low points in January 1932, both in quantity and value, according to figures compiled by the Department of Commerce.

Exports

In January 1932 only 338,450 lbs. of macaroni products were exported at a value of \$22,242 as compared with 554,283 lbs. that were shipped in the same month in 1931, worth \$39,638.

A decrease of nearly 50% in this trade was noted in the figures covering the last half of 1931 as compared with the last 6 months of 1930. In the period from July 1 to Dec. 31, 1931, only 1,936,910 lbs. were exported worth \$140,951, as compared with 3,882,147 lbs. worth \$298,382, the exports for the last 6 months of 1930.

Imports

A 20% decrease in the quantity of macaroni imports was noted in January 1932 when only 154,175 lbs. were imported at a cost of \$11,662 as compared with 215,491 lbs. worth \$15,512 imported in January 1931.

On the other hand the imports for the last 6 months of 1931 slightly exceeded the amount imported during the same period in 1930. From July 1 to Dec. 31, 1931 Americans purchased 1,508,555 lbs. of foreign made macaroni products for \$97,069 as compared with only 1,355,306 lbs. for \$110,013, the imports for the last 6 months of 1930.

Are You Waiting for "Something to Happen?"

(So Did "Elija Hobbs")

By James Edward Hungerford

I met my old friend, B. F. Smith, California macaroni man, the other day, and he said to me: "What's biting you? You look like you'd swallowed a sword-fish!"

"Depression!" I growled. "It's getting under my hide. The old backbone is turning to rubber. I feel like somebody had slapped me in the solar plexus!"

"Bosh!" snorted B. F. "Because a prizefighter takes the count, he doesn't lie there 'til they bury him! Snap out of it! You're scaring yourself to death with your OWN ghost! Not long ago, you, and the rest of us, were spending Christmas-money like water! No 'depression' then! If we'd kept on in the same spirit, good times would have been back on us, with a pounce! But no! We loosened up, started the ball rolling, and swore off before New Year. Everybody's waiting for SOMEBODY to do something. We're lying down, waiting for good times to pick us up. Haven't you any confidence in the business you're in?"

"Sure I have!" I retorted. "Show me a BETTER business, and YOU can invest in it—I won't!"

"You said it! And yet you're yelping 'depression!' What's depressed? YOU—that's what! Old fear's squeezing the red blood out of you, and making you yellow. You're using your brains to deceive yourself, instead of THINK. You're mesmerized and hypnotized. When I tell you about Elija Hobbs, you'll brace up."

"You should get OPTIMISTIC!" I sneered. "I don't see you sitting on the Singer Building. You're throwing a bluff to hide the fact you're about bankrupt! You're 'telling the world,' but not SELLING it! Blow yourself up like a balloon, if you want to—but I'm depressed! If something doesn't happen before long—"

"It WON'T!" said B. F. encouragingly. "You're like an old fellow I used to know, who spent his days waiting for the world to come to an end. He'd wrap a bed-sheet around him, go up on a high hill back of his farm, and listen for Gabriel's horn. The last time he did that, he gathered his neighbors together; informed them the 'last day' was at hand, and they could have all his possessions, as he would no longer need them. The neighbors were convinced it was 'all off with the world'—but accepted his chickens, pigs, cows, horses, sheep, farm machinery, preserves and jellies in the cellar—everything they could carry off, in case his prophecy failed to click! With confidence in his convictions, Elija—arrayed in a checkered tablecloth, like Solomon in his glory—ascended to the top of the hill, prepared to be picked up in a Fiery Chariot. A storm came up, and he got

what Noah did—a good drenching! . . . and died of pneumonia.

"And that's the fix a lot of us are in, right now—waiting for something to happen, that WON'T! We are put here to MAKE things happen. Some of us still believe the Creator GAVE us 'dominion over the earth,' but the Good Book doesn't say so. It says: ' . . . and let them HAVE dominion . . . and replenish the earth and SUBDUED it.'—meaning we can HAVE dominion over all things, and circumstances—including 'depressions'—if we subdue and dominate them, with INTELLIGENT ACTION, otherwise COMMON SENSE—and WORK!"

"A lot of us are sitting around waiting for Hoover to do something, or Mellon to do something, or Europe to pay back that money, or the farmers to get 'relieved,' or LUCK to tap us on the shoulder, and hand us a package of prosperity. We're just like Elija Hobbs, watching for the end of the world. It was the END, as far as HE was concerned—but not the sort of finish he'd

Let's Return to Quality

Macaroni manufacturers who are engulfed in a deluge of low grade and low priced products that have not only demoralized their markets but actually destroyed them, will be interested in what other industries have done and are doing to meet a similar situation. Clothing manufacturers have surveyed their markets and find no one who in any way profited from cut prices and shoddy goods, and organized to combat the profit and confidence destroying practices. Here's what "The Business Week" of April 6, 1932 has to say on this subject of self protection, an action that macaroni men might well emulate:

Textile Men Return to Quality

Overstress on price and consequent flooding of markets with inferior goods has grown to such ominous proportions that a national organization has been formed to combat it. A group headed by textile manufacturers recently organized the National Quality Maintenance League, as the spearpoint of the counter attack. Believers in honest merchandise and style in all lines will be enlisted in the campaign, which is to strike in two directions: The threat of shoddy goods will be dramatized for women consumers; trade organization and government agencies will be enrolled to discourage the pirating of

mapped-out in his program of 'hopeful waiting.' Pneumonia, instead of a Fiery Chariot, lifted him to the Pearly Gate. Instead of angels ushering him up the Golden Stairs, in his checkered tablecloth his neighbors walked off with his possessions, and left him out in the wet!

"Business is going to get good again—yes. But we're going to have to make it GET that way. Fear won't do it, no faith in a lot of miracles, without WORK. The farmer has to plow, plant, reap, then work like heck to dispose of his crop. It took work to make the world, and if Adam had been on the job instead of nibbling Eve's apple-cores, and fooling around with a snake, we'd all be eating Garden-of-Eden 'manra,' instead of depression-fodder!"

"Nobody's going to help us—but US! We can 'have dominion' over this depression, when we 'work out our OWN salvation,' and quit waiting for somebody to do it for us. It's taken me YEARS to learn this, and here I'm wasting time cheering YOU up, when I ought to be working! Goodbye and GET BUSY!"

He hustled away.

The more I think over what he said I danged if I don't believe he's RIGHT! As for me—I'm ditching the old "tablecloth," and going to work, or I'll be "out in the rain" like Elija Hobbs, and somebody will have my UMBRELLA!

The same to YOU!
(All rights reserved.)

style and quality through cheap imitations.

Forstmann Leads

Julius Forstmann, president, Forstmann Woolen Co., is chairman of the League's general committee. Sparked from Mr. Forstmann's initial statement illuminate the objectives: "Women have lost perspective as to what constitutes good standard of style and are losing faith in the constantly reiterated appeal of cheapness." There is a premium on "the imitator and the copyist" on inferiority of product in design, execution, and raw materials.

"The public has got poor merchandise, and neither the manufacturer nor the retailer has made any profits."

Such points will be hammered home through the press and movies, through consumer organizations. That the public is ripe for the truth is indicated by P. A. O'Connell, president of E. J. Slattery Co., Boston and of the National Retail Dry Goods association. His store, by means of prizes, induces salespeople to stress quality as against price. The result was remarkable response from customers which raised average sales. The fact that a suit marked up from \$25 to \$29.50 sold better, is cited as proof that the low figure fell below the confidence level.

Some people believe in luck just because they never have any.

DIE TROUBLE?

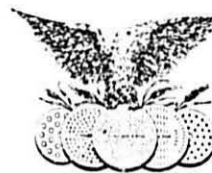
Why worry? We have done that for you for the past twenty-nine years, perfecting Dies of all sizes, styles and shapes to meet your demand.

We also maintain a special repair department for quick, efficient and reasonable service.

So, if you are not already listed among our many satisfied customers, start banishing your worries by packing up your troubles and sending them along

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Balance Budget by Economizing

Chamber of Commerce of U. S. A. Votes Overwhelmingly in Favor of Lowering Government Costs and More Adequate Taxation

As the result of a referendum submitted to its members of which the National Macaroni Manufacturers association is one, the Chamber of Commerce of the United States will soon present a vigorous plea to Congress for a balanced budget to be obtained as far as possible through a general curtailment of government expenses rather than by levying additional taxes on business already burdened.

Twelve hundred trade associations and chambers of commerce throughout the country declared in no uncertain terms their desire and hope that immediate steps be taken by Congress to economize by the elimination of all unnecessary expenditures pending the present budget difficulties. On all the 13 proposals voted upon in the referendum presented to the members, the vote was preponderantly in favor of paring costs to avoid a disastrous load of new taxes which no business is in a position to stand under the present conditions.

The National Macaroni Manufacturers association voted favorably on 9 of the proposals and withheld its vote on the remaining 4 because of lack of information thereon and of unanimity of opinions. The macaroni industry will watch with interest the reaction of Congress to the overwhelming vote of American business in favor of balancing the country's budget by economizing rather than widening the tax base or adding new taxes.

Salesmen who follow up their customers for leads are awake to one of their biggest opportunities.

Packaging to Increase Sales

A new way to cut something off part of the costs of distribution arises from combining naturally associated products in the same package. Readers who saw military service in the World war will doubtless recall the "Iron Ration" of the British and Belgian troops, much of which was manufactured in Chicago. While this was not the first instance of packaging associated products in a single container, it probably was the earliest large scale commercial utilization of the principle.

A broader development of the idea of association in the field of food manufacture was seen in the "spaghetti dinner" package containing separate portions of spaghetti, sauce, and grated cheese, which made its first appearance along about 1923. Cooperative advertising of companion or complementary products has become quite familiar to newspaper

readers during the last three or four years.

However by proposing to package together the complementary product of food manufacturers, the idea is advanced a step further. In such a plan, of course, the products must be those which are either nonperishable or of approximately equal shelf-life. One suspects that, if this form of cooperative packaging is to be extended to independent food manufacturers, the brand names of the foods used should be favorably and equally well known.

Items from the varied line of goods from a single firm probably offer the most certain possibilities. We feel, however, that those who may see the possibilities of this form of merchandising should place the selling emphasis on the complementary product rather than on the package itself, and suggest that many firms in the past have had some experience in this line through their sale of Christmas combinations. We have a recollection of one or two distinct, though fortunately small size, flops arising out of improper emphasis on the container.

A few possible combinations which might serve to stimulate the imagination as to the possibilities of combination packaging are: pancake flour and syrup; butter and "Oven Ready" biscuits; grated parmesan or Caccio Vallo cheese and spaghetti; canned tomato sauce with cheese and spaghetti; chow mein, soy bean sauce, and noodles. Combination packaging can be made a useful tool of merchandising, introducing new products or actually cutting down distribution costs through multiple sales, but it must be preceded by unusually careful study of relative distribution problems and shelf-life of the component units thus brought together.—*Food Industries, April 1932.*

Some fellows who take a day off need a month back in the office to straighten up.

Ask Change in Canned Food Laws

While macaroni manufacturers are sponsoring an amendment to the famous Mapes bill to have it include macaroni products in its provisions for labeling of substandard products, the canners, original sponsors of the Mapes act are seeking to have Congress adopt changes to strengthen the application of the act on canned foods.

Consumers, canners and distributors have been heard and will be heard on the proposal to further amend the McNary-Mapes amendment to the food and drugs act, aimed at raising the requirements for canned foods already standardized under that act.

The bill permits the canning and marketing under a specified substandard legend of foods that are wholesome but fall below the official quality promulgated by the secretary of agricul-

ture. One proposal is that the label now required by the regulations, "Low U. S. Standards—Low Quality—Not Illegal," be changed to read, "Low U. S. Standard—Good Food—Not High Grade."

Some of the other proposed changes aside from the proposal of the macaroni manufacturers that macaroni products be brought under the provisions of the act, include a tightening of the requirement for standard canned tomatoes, a reduction in the quantity of peaches permitted on standard peaches and pears, and a more accurate definition of certain terms about which there now exists some misunderstanding. So far standards under this amendment have been promulgated for only peas, pears, peaches, apricots, cherries and tomatoes.

Some drivers think the sign "Stop—Look—Listen" was erected just to warn the engineers.

"Soymac" Reported a Winner

For more than 4000 years soy beans have been a staple food of the Chinese. Millions of people in China, even those engaged in the hardest forms of manual labor subsist entirely on a diet of soy beans.

In recent years scientists and dietitians in all parts of the world have conducted experiments with soy beans and have found them to be a very abundant source of the healthful mineral salts and vitamins, especially the fat soluble vitamins A and D which are deficient in the food of the white race. Further tests have demonstrated that when soy bean vitamins and wheat vitamins are combined the maximum food value is attained.

The Pfaffman Egg Noodle company has recently introduced to the market a new product, "Soymac," which is macaroni made with soy bean flour.

A comparative analysis of "Soymac" with ordinary macaroni shows that "Soymac" contains ABOUT—

47% more protein,
25% less starch,
50% more phosphorus,
10 times as much fat,
12 times as much calcium

as ordinary macaroni. "Soymac" is about 3½ times as rich in total mineral matters as ordinary macaroni.

"Soymac" is one of the most perfect foods on the market. It is easily digested, is highly nutritious and yet not fattening. The general public, as well as the wholesale and retail trade throughout the country, has manifested a great interest in this new product of Pfaffman's, and the consensus of opinion is that it has great sales possibilities.—(From March issue of National Food Distributors' Journal.)

If you would enjoy the HEAT of money—you must first build the FIRE of service.

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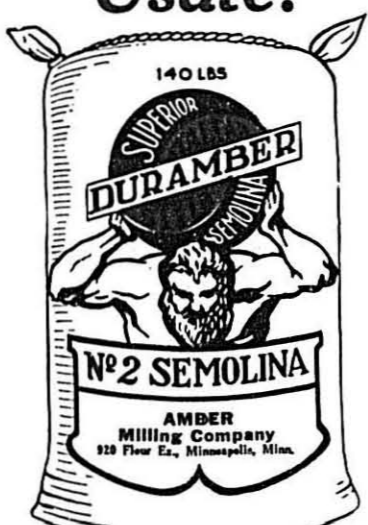


It Takes Good Dies To Make Good Macaroni

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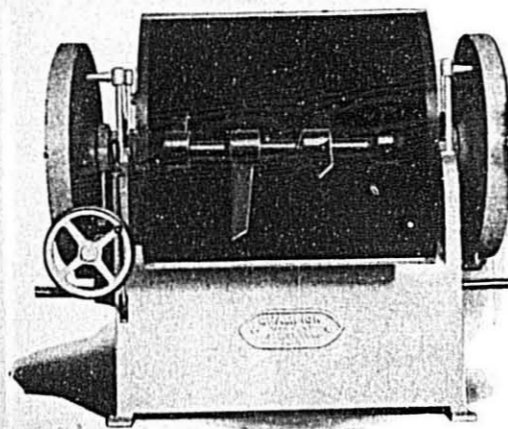
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Guaranteed by the
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One of these days
you'll also get a **CHAMPION---**



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

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

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

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

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

CHAMPION MACHINERY CO.

Builders of Champions for 41 years

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ILLINOIS

» » Notes of the Macaroni Industry « «

Fire Damage Repaired

The Rochester Macaroni company whose plant in Rochester, N. Y. was badly damaged by fire several weeks ago, is about ready to resume production on even a larger scale than ever. The plant has been practically rebuilt and business will soon go on at the old stand as usual says the proprietor.

The damaged machines have been replaced by the most modern equipment obtainable and the drying rooms have also been modernized. Production capacity has remained about the same as before the fire.

Shares in Macaroni Millions

To share in a legacy left by a long-lost uncle a Chicago woman is on her way to Italy. The beneficiary is Mrs. Francis Taucha, of Cicero, a suburb of Chicago. The windfall came from the estate of the late Antone Klemench who lived near Trieste, Italy and made a fortune in the manufacture of macaroni. The estate totals \$5,000,000 of which Mrs. Taucha will share a million dollars.

Amber Milling Co. in new Office

The Amber Milling company has removed its office from the Flour Exchange building in Minneapolis to the Chamber of Commerce. It is nicely situated on the 12th floor, advises John F. Diefenbach, general manager of the company.

Big Demand for Red Cross Flour

Orders for flour to be ground from the 40,000,000 bus. of wheat held by the Grain Stabilization Corp. is near the 800,000 bbl. mark according to reports. The government wheat has been donated for relief of the needy and will be distributed through the offices of the Red Cross organization.

General Mills Declares Dividend

Nearly a half billion dollars will be distributed to the stockholders of General Mills, Inc. on May 2, 1932 in the form of dividends, according to a decision reached by the directors of the milling concern. This is the firm's regular quarterly dividend of 75c a share upon its common stock and will be paid to all common stockholders of record April 15.

Celebrates 20th Anniversary

A delightful party was given last month at the Woodruff Inn, Joliet, Ill., to commemorate the 20th anniversary of the connection of two of the officials of the Champion Machinery company with that firm. The party was originally planned by President W. E. Fay in honor of Treasurer Peter D. Motta. However employees remembered that Mr. Fay, too, had been with the firm the same length of time, and so, under

the direction of Frank Motta, secretary of the company, the tables were turned, making it a double surprise. During the evening Arthur Fosdyke, able "Kingfish" of the Chicago Courtesy club, on behalf of the employees presented Mr. Fay with a handsome desk set, while Mr. Motta received a fine golf bag, presented by Mr. Fay. All the employees of the firm were present, and all voted the evening a huge success.

Reduces Firm's Capital

Changed conditions have induced many firms to reduce their capitalization. The People's Macaroni company of Buffalo, N. Y. following that trend has arranged for reduction of its capital stock from \$500,000 to \$125,000. The plan was carried out by a reassignment

of the shares on the basis of old holdings.

Swiss Macaroni

The people of Switzerland are cosmopolitan, the several cantons being influenced by the neighboring countries on which they border. With a large percentage of Italian and French descendants, it is but natural that macaroni production is one of the important industries of the Swiss. Notwithstanding the fact that all of the materials used must be imported, the industry has flourished for over 150 years.

In 1930 about 65 modern equipment establishments, representing a capital investment of more than 9,000,000 Swiss francs, produced in excess of 1,000,000,000 lbs. of macaroni and macaroni products, according to a report issued by the United States Department of Commerce.

» » Grain, Trade and Food Notes « «

Erratic Durum Market

The durum wheat market during the first week of April 1932 was rather erratic despite the comparatively light receipts of that grade of hard wheat at the Duluth and Minneapolis markets. The May delivery at Duluth closed on April 8 at about 2½c higher than a week earlier, the price quoted being 56½c a bushel. The price of No. 1 amber ranged from 60c to 79c, depending on the purity of the cars offered. No. 2 mixed sold at from 56c to 71c. At Minneapolis Nos. 1 and 2 amber durum with ordinary protein ranged from 53c to 58c a bushel.

Prospects for Winter Wheat

In the Northern Hemisphere prospects for the new winter wheat crop appear somewhat less favorable than a year ago, reports the U. S. Department of Agriculture. Winter seedlings in 14 countries exclusive of those in the lower Danube areas and Russia, give a combined acreage of 123,887,000 acres as against 123,735,000 acres for the same countries a year ago.

Estimates available for the lower Danubian countries show a combined area of 17,855,000 acres as compared with 20,173,000 acres for the same countries a year ago. These estimates are subject to revision.

The Russian winter wheat acreage is placed at 32,337,000 acres compared with 29,028,000 seeded last year. Conditions of winter wheat in foreign countries are irregular with some areas reporting considerable injury from winter killing.

The condition of the German crop is reported below average and Hungary's prospects are unfavorable. In the Mediterranean countries the outlook is more favorable, the combined

acreage in Spain, France and Italy being placed at 35,529,000 acres as compared with 34,964,000 acres in 1931.

"Eat More Bread," Says Congressman

In the course of a debate in Congress, Representative Simmons of Nebraska made the following statement:

"If 50% of the American people would eat one slice more of bread each meal, it would mean the increased consumption of 90,000,000 bu. of wheat a year, and increased consumption representing 22,500,000 bbls. of flour, 2,500,000 lbs. of malt extract and 33,700,000 lbs. of yeast made from farm products."

In the opinion of Representative Simmons such an experiment is worth trying and would do much to solve the problem of farm relief. The experiment might go much further and include the consumption of a special wheat grown in the northwest, durum wheat that is consumed mostly in the form of very nutritious macaroni products.

Italy Lowers Milling Requirement

Starting March 1, 1932 the Italian millers in the northern and central provinces of Italy, the province of Lazio being excepted, are required to use at least 60% of domestic soft wheat in flour, semolina or other milling products to be used as foods in Italy. In the southern and insular provinces, including Lazio, the percentage must be at least 40.

The quantity of national (Italian) hard wheat which must be used in the blend remains unchanged at 20%.

Cellini Vermicelli

Many of the popular dishes of which macaroni in some form or other is an ingredient derive their names from

Macaroni Trade Winds**Culled From Early February Items**

Now it's a "nonsagging" or "umbendable" macaroni stick. Patent is applied for.

*** Macaroni is one retailer's football. Offered five 7 oz. packages for ONE CENT when bought in combination with a small bottle of vanilla or lemon extract, all for 50c. What next?

*** The Western Union Telegraph company reports a deficit of \$1,863,184 for the year 1931. In 1930 it had a surplus of \$1,058,688.

*** The Canadian Pacific Railway company reported a deficit of \$8,326,225 after dividends in 1931 against a surplus of \$136,786 in 1930.

*** According to the American Railway association carloadings for the week of March 19 reached a total of 584,634, the highest for any week in 1932. Looks like things are beginning to move a little more freely.

*** Sears, Roebuck & Company sales for the 4 weeks ending March 26, 1932 shows a decrease of 19% in the dollar volume of business compared with a year ago.

*** Arguments for and against the modification of the consent decree agreed upon between the large packers and the government have been presented and the trade is anxiously awaiting the decision of the supreme court on application for modification by the packers.

*** Canned food advertising will appear in 17 additional newspapers of the country according to the enlarged schedule prepared by the Canners Advertising Committee of the National Canners association. Through the total of 69 newspapers in as many cities it is aimed to reach 10,000,000 housekeepers.

*** "Know your Merchandise" is a good slogan for manufacturers and distributors.

celebrities who in their day were lovers of that product and that particular habitation. "Cellini Vermicelli" is named after an Italian sculptor and genius, as explained by the Nation's chief of February, quoted as follows:

CELLINI

Comme Cellini (pronounce Tshelleence) is a clear veal and fowl broth add a dash of very fine poached vermicelli

(Italian "angel's hair" paste) and tomatoes concassé (fresh tomatoes chopped roughly) and a royal of asparagus (custard) cut into small dice.

Named for Benvenuto Cellini, the Italian sculptor, goldsmith, writer and all-round eccentric genius, who lived from 1500 to 1570. He was one of Italy's greatest craftsmen and designers. It was he who designed the gorgeous table ware for the aristocracy of his days, and he is credited with popularizing the individual fork at the Italian table, because of the wonderful designs with

which he adorned the large and small table pieces. He also created large statues, the most celebrated of which (Perseus) still stands in the Loggia of the public square in Florence. His most celebrated table piece is a salt cellar of great dimensions, made of solid gold, representing the god of the sea, Neptune and the goddess Venus in a shell like boat floating on the waves. The center of this priceless piece, which was used at royal banquets, was filled with salt. This piece is now in the Museum of Vienna, one of the great treasures of that collection.

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of

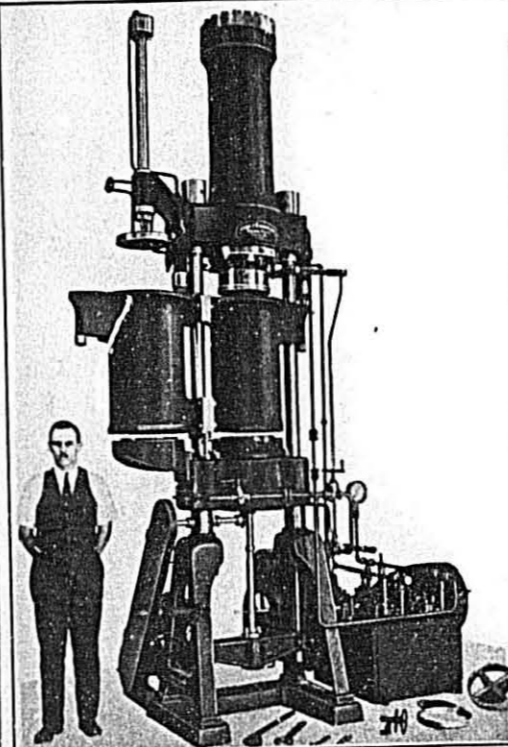
Macaroni Machinery

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



PRESS No. 221 (Special)

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 1902
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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

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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 advertising or reading columns.
REMITTANCE—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 April 15, 1932 No. 12

Questions and Answers

"Searches" and "Registrations"

Question:
 We are very much interested in the Trade Mark department in your magazine because of the helpful information given. What are the approximate charges for searches of records and registration of trade marks?

Answer:
 The charge for a search of the government records to ascertain the registrability of a proposed trade mark is Five Dollars to a firm or individual that does not hold a membership in the National Macaroni Manufacturers association. The cost of registering a trade mark depends somewhat on the trade mark itself and the extent of registration. It costs approximately \$50 for legal fees, government fees, preparation of drawing, etc. for registration of a national trade mark. For state registration the charge varies according to states and the number of registrations desired. Charges, however, are as reasonable as those charges by any reputable patent attorney with special attention of experts guaranteed.

Standard Weight of Noodles

Question:
 What is the recognized standard size of package noodles? Is it 6 oz., or if there are no standards at present, what standards are recommended by your association?

Answer:
 While 4 and 8 oz. are recognized as standard sizes for egg noodles, the National association has adopted no standards. Some large manufacturers prefer 5 and 6 oz. packages.

Cereal Chemists Convention

The American Association of Cereal Chemists will hold its annual meeting, May 23, 24, 25 and 26, 1932, at Detroit, Mich. with headquarters at the Statler hotel.

The American Association of Cereal Chemists draws valuable information from the milling and baking industries, government research stations and other allied cereal industries which is of particular interest to those engaged in the chemical control and actual production in these fields.

This meeting is unique in that it establishes a record. It is a convention engineered by Bohms and a better combination could not be had. R. T. Bohm is chairman of the local arrangements committee and assures a hearty welcome and will see that all your cares are taken care of during this meeting. R. M. Bohm has carefully outlined a program of unusual interest to the operative millers, bakery engineers, experiment station workers and all other persons engaged in production activities in similar industries. Besides papers presenting scientific data and a discussion of these, this program will include some exceedingly interesting trips through plants in Detroit.

Invitation is extended to the members of the bakery engineers and the Association of Operative Millers as well as the American Bakers association to be present at the conferences of this 18th annual meeting.

World Wheat Movement Surveyed

The present position of the leading wheat exporting countries in the international market is revealed in a bulletin by the Commerce Department. Since 1919, the bulletin shows, the United States, Canada, Australia, and Argentina have been the outstanding factors in this trade. In recent years Russia has reentered the world markets and if its performance of the last 3 years continues it again must be considered as an important factor in the international movement of wheat.

Prior to 1914 the average value of the United States contribution to the world trade in wheat and wheat flour was approximately \$106,000,000, which represented about 10% of all our agricultural exports. During the World war and in the readjustment period that followed the average annual value increased to about \$466,000,000 and represented about 20% of total agricultural exports. The peak was reached in 1920 with a valuation of about \$821,500,000. For the last 2 fiscal years the average annual value of our wheat and wheat flour exports was in excess of \$155,000,000.

Since the close of the World war the production of wheat has continuously advanced. The world's visible supply of wheat in every month of 1925 and subsequent years shows a steady—and in the 1929-30 crop year an exceptional— increase, reaching on Jan. 1, 1930, the

peak figure of just under 600,000,000 bu., which compares with a visible supply on Jan. 1, 1926, of approximately 325,000,000 bu.

Overseas shipments of wheat and wheat flour have in the past decade increased approximately 20%, and the average volume of these world exports for the period 1922 to 1930 was in the neighborhood of 810,000,000 bu.

Quantity and Value to Be Shown

The number of manufacturing establishments engaged in making each commodity classified separately for the Census of Manufactures will be shown in a special report, made particularly for marketing purposes, to be issued for the first time in such form as a part of the Census of Manufactures. This report will show the quantity and value of each commodity fabricated, by industry groups and industries, as well as the number of establishments engaged in the production of such commodities. A well cross referenced commodity index will be included to facilitate the use of this information.

New Salesmanager for Grass

The I. J. Grass Noodle company of Chicago has announced to the trade appointment of a new salesmanager and contact man in the person of William Schuler, for many years associated with firms dealing in food products, principally cheese. He was first connected with the Wisconsin Cheese Producers Federation and more recently had charge of the Chicago territory for the Shefford Cheese Co.

Stop Price Employed

Resale price maintenance under the California state ordinance is being practiced by one coffee manufacturer, through establishing a stop price of 36¢ for one pound and 35¢ per pound for 2 lb. cans, according to Sales Management. The state grocers association has assured the manufacturer of cooperation, and the movement is reported to be gathering momentum.

Torrence Elected President

On March 22, 1932, at the 58th annual meeting of the stockholders, George Paul Torrence, vice president in charge of the company's Indianapolis operations, was elected president of Link-Delt company, manufacturer of conveying and power transmitting machinery, with headquarters at 910 S. Michigan av., Chicago.

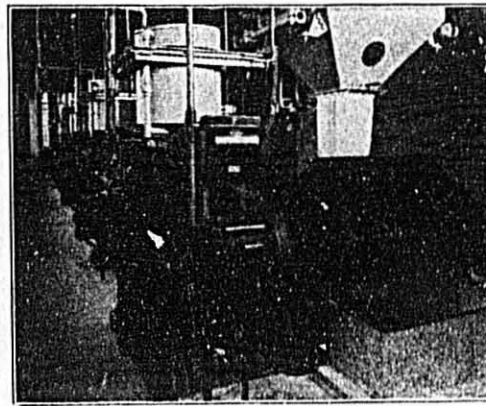
The victories that cost us nothing are not nearly as sweet as those we have to fight for.

WANT ADVERTISEMENTS

WANTED—Werner & Pileiderer used Noodle Cutting and Folding Machine. Address "R", c/o Macaroni Journal, Braidwood, Ill.

A Good Mixer Makes Good Dough

**Preliminary Driers
 Mostaccioli Cutters
 Die Washers—Dies
 Egg Barley Machines
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An Installation of Elmes' 2 1/2 Bbl. Mixers

**Calibrating Rolls
 Dough Breakers
 Trimmers
 Pressure Pumps
 Fittings—Valves**

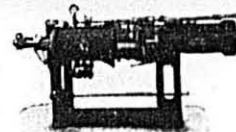


KNEADERS



MIXERS

**Noodle Cutting and Folding Machines
 "Tortellini" (Stuffed Paste) Machines**



PRESSES

**Long & Short Goods Driers
 Fancy Stamping Machines**

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**

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 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

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Macaroni Conference at Niagara Falls

The expected has happened. Niagara Falls has been selected as the gathering place of the macaroni manufacturers and representatives of the allied trades next June.

Other cities, convention hotels and resort places extended cordial invitation to the macaroni men, but when everything was taken into consideration, the general business conditions, the state of affairs in the industry and the convenience of the greater number of those whom the convention seeks to help in this time of stress, the members of the National Macaroni Manufacturers Association and the visitors at the midyear meeting in Chicago last January, almost unanimously voted in favor of Niagara Falls for the following reasons:

- 1—Its convenience and accessibility, being almost equidistant from such large manufacturing centers as Boston, New York, Philadelphia, St. Louis, Chicago and Minneapolis.
- 2—The many natural attractions that make a visit to Niagara Falls one of pleasure and entertainment.

3—The sociability of the people, the friendliness of the various business organizations and the courtesies extended by the several hotels of both cities of Niagara Falls, U. S. and Canada.

This year the National Association will revert to its former popular policy of making everyone welcome to the conference setting it up as an open forum for members and nonmembers, manufacturers and allied tradesmen, irrespective of whether or not they hold memberships.

Matters of special concern to every manufacturer of macaroni products, every distributor of raw materials, machinery and accessories, will be up for consideration at this timely conference, and right now all should note the dates—June 14, 15 and 16, 1932,—the place—The General Brock Hotel, Niagara Falls, and arrange early to be there to take part in this important meeting of the macaroni industry.



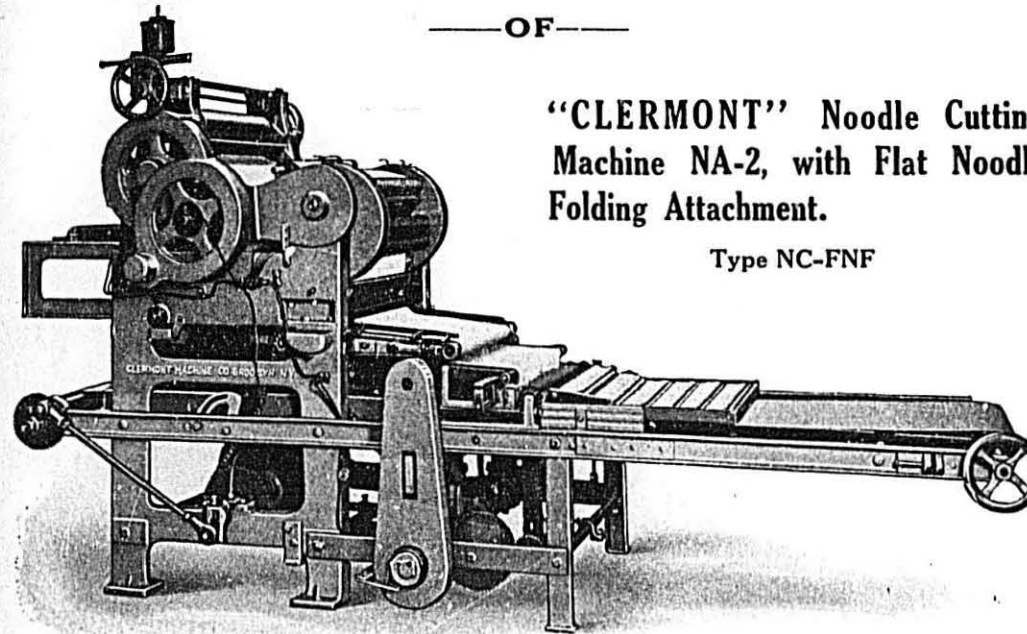
Telling Them How and Why—The Macaroni Industry from the Manufacturers' angle.

THE LATEST TYPE

—OF—

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

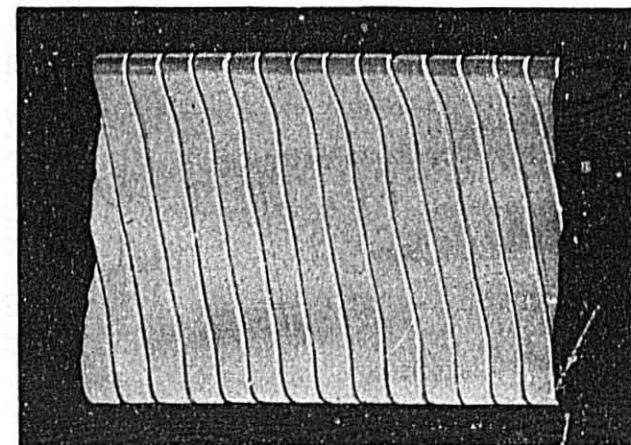
Type NC-FNF



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
Noodle Cutting Machines
Mostoccioli Cutters
Egg Barley Machines
Triplex Calibrating Dough Breakers
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Square Noodle Flake Machines
Combination Outfits for Smaller Noodle Manufacturers

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

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



EVEN BEFORE IT'S RIPPED
...we know where it is!

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

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

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

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

PILLSBURY'S *Semolina*