

**THE
MACARONI
JOURNAL**

**Volume XIV
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**September 15,
1932**

The Macaroni Journal



Minneapolis, Minn.

September 15, 1932

Vol. XIV No. 5

Convinced Or Convicted!

Based on recent experience, Mr. Macaroni Manufacturer, are you still----

UNCONVINCED—That it is now, always was and ever will be unprofitable to sell goods or services below cost?

UNCONVINCED—That your consumers "know their macaroni" and will not be misled by trick packages, camouflaged goods and slick dealings?

UNCONVINCED—That price alone has not and will not encourage greater consumption of this well-known **economy food**?

Judge yourself—Are you Convinced or Convicted?

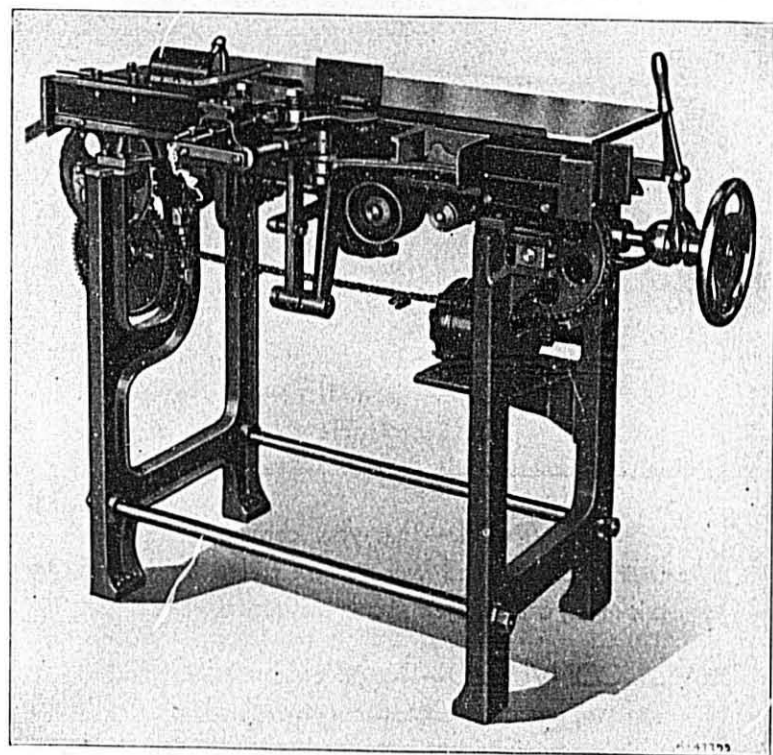
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« TERSE »
BUSINESS TALKS



Sure Principles of Success

Says The Energy Trio . . .

"Do you know what I consider the secret of successful accomplishment?" a prominent executive once asked me, himself supplying the answer, "It is singleness of purpose."

Since then I have thought of that a good many times. I have found myself starting enthusiastically to develop one idea, only to leave it half carried out, while I turned my enthusiasm in the direction of some other idea that began to appeal. On the golf course, for example, I have found myself driving from the first tee, determined that day to concentrate my mind on keeping my right elbow in. But, by the time I reached No. 9, I found I was devoting my attention to keeping my left arm straight, or to keeping my head down or my eyes on the ball. I did not continue to work to one end, and therefore I did not improve in any direction.

The father of that great French ace of aces, Guynemer, who brought down sixty German planes in the war, said to his son, who had applied again and again for admission to the aviation corps: "The dog waiting at the door to get in always, in the end, gets what he wants." His one thought is to get in, while people's minds cannot continually be concentrated on keeping him out.

It is almost a certainty that the business man of average intelligence can accomplish just about what he sets out to accomplish if he will concentrate all his efforts on that one thing and stick to it, working for it and believing in it.

If there is one prospect you particularly want to sell, one company or family whose business you are anxious to get, concentrate on that one and persist and you will, almost inevitably, win that patronage. If you are right there with the persistent single purpose, you will one day find resistance weak and the door will open to you.



Depend Upon this Seal

YOU may rely upon this seal—the mark of Two Star Semolina.

You may rely upon Two Star Semolina to produce uniform results, because Two Star Semolina itself is always uniform.

Only the finest, choicest Durum Wheat is used in the milling of Two Star Semolina.

Throughout the milling an exacting control is exercised. At set intervals it is tested for granulation, color and protein strength. No variations are allowed to pass.

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

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Industry Pays a Penalty

In any game of sport a penalty inflicted on violator or violators of the rules of the game, either directly or indirectly affects the whole team. In business the whole trade also suffers from penalties inflicted on violators of basic rules of business.

At this moment the 1932 baseball season is nearing the "Championship Series" stage and on gridirons, athletic fields and vacant city lots thousands of young Americans are turning their attention to football, the most prominent sport of the fall of the year. Players are training diligently to build up the quality of their play and to learn the fundamental rules of the game so as not to become a handicap to their mates. Despite all this many a game will be lost because of penalties inflicted by officials on the heedless and thoughtless.

As previously stated the same rule of penalties applies to business also and in the recent announcement of the United States Bureau of Census there is a vivid example of the effects of penalties aimed at violators but hitting all. In its preliminary report on the 1931 Census of Macaroni Manufacture just issued and which appears elsewhere in this issue, it is clearly and unmistakably proved that the whole industry has been drastically penalized because of the actions of those manufacturers who knowingly or unknowingly violated the rules of the game of good business,—manufacturers who in the heat of battle lost their head. For their rash acts, the whole industry suffers.

Here are some interesting facts: Macaroni production in American plants in 1931 decreased over 23.4% in quantity and over 5.7% in value since the previous census of 1929. In years when macaroni, spaghetti and egg noodles should have been a favored food because they are among the most economical products, very nutritious and wonderfully helpful as "extenders," consumption has materially decreased despite every individual and cooperative effort to make the public more "macaroni conscious."

One need not look far or dig deep to discover the reason for this upset. A survey of the markets will convince even the most incredulous that greed for capacity production and its consequent lowering of the quality of the products manufactured accounts for the discouraging report made public by the government. Never before, even during the war years with their flour restriction orders, was there offered so much

inferior macaroni at ridiculous prices, so much camouflage noodles as at present. The wonder of the whole thing is that there is any good business left. The beneficial effects of the cooperative campaign to popularize macaroni products and the individual efforts of the fair minded and conscientious manufacturers who realize the value of advertising and the creation of good will, all of this has been nullified by the "production crazed" element who earned the penalty from which the whole industry is suffering.

Because macaroni is looked upon and is an economy food, the depression years should have proved boom years for the business and would have been so had not so many manufacturers surrendered so completely to the demand for "price goods." Even at the best prices that ever prevailed macaroni was still a cheap food, figured any way one chooses. Under ordinary conditions macaroni consumption should at least have held its own, and it surely must be a shock to all to learn that owing to a lack of demand for American made macaroni production has fallen off nearly 25%.

Much of the blame for this condition of affairs must be assumed by the manufacturers who overlooked the first rule of the macaroni game,—that first, last and always quality counts. So often and so regularly has the consumer been fooled by the inferior qualities offered that he naturally suspected all macaroni to be of a low grade. And the next natural thing for him or her to do was to look for a substitute, with the result that macaroni consumption decreased deplorably.

Why, then, such cut throat prices that compelled such drastic lowering of qualities? Why such a scramble for business that can be obtained only at unprofitable figures? Why continue longer such tactics from which everyone suffers?

Because of the failure of many to play the macaroni game according to recognized rules of good business, the industry has been drastically penalized and it will take months of patient striving, reams of good arguments to once more get the good will of the old consumers and the favorable inclination of new ones. Having paid the penalty, let's profit by the lessons learned. Let's start doing this immediately by banishing all inferior grades and refusing determinedly to sell any portion of the output of our plants at unprofitable prices.

Let's Follow the Leader

We Will Find Real Leaders Are Not Slashing Prices

By LLOYD SKINNER
President, Skinner Manufacturing Company

(Prepared specially for "Business Administration" and reproduced with permission of the author and publisher)

BUSINESS OUTLOOK. STEEL PRICE POLICY.—The policy of the steel industry in holding up prices and curtailing costs so as to about break even on a small volume of business is expected to enjoy fair success for the balance of the year.

Opinion in the steel industry is markedly adverse to the "deflationist" attitude, popular elsewhere, of cutting prices to the bone in the hopes of stimulating business.

Steel manufacturers for the most part feel that more fundamental factors than steel prices interfere with a revival of demand, so that severe price cutting would be worse than futile. It would cause large current losses from operations and prevent a return to profitable activity when other problems are settled.

I recently noticed the above in the New York Journal of Commerce. It certainly speaks volumes for the leaders in the steel industry, in spite of the fact that steel production has declined to slightly below 24% of capacity—that the industry during the depression hasn't lost capital, as many industries have, and it seems to me that every industry should today take the steel industry as an example.

In the first place, the leaders in the steel industry have demonstrated in the past, as they do today, that they are real business men and no one in the long run can lose by following the lead of a real business man, and we don't think that leaders in any industry can do more for their industry at this time than to hold up the steel industry as an example for manufacturers to follow.

The trouble in most industries is that instead of following the leaders in their own industry, too many manufacturers follow the weaker members, because as a rule in any industry it is the weaker members who quote the lower prices and use the most unbusinesslike methods of operation, and in all cases that I recall their financial statement shows the results of their bad judgment, and yet it often seems in many industries that it is the manufacturer with the poorest financial statement who has the most followers when it comes to unprofitable merchandising models.

These are drastic times and it would certainly seem that now is the time for every manufacturer to right-about-face and try to get his industry to follow the lead of the steel industry, and in turn for him to seek leaders in his own industry who are financially sound through already adopting such a policy as has been adopted by the steel industry to meet the depression.

To show how far some industries have gotten away from the policy of the steel industry in meeting the depression, the

following is from an advertisement in the New York Journal of Commerce:

Let's Balance the Budget

The cotton textile industry has reached the point where its budget must be balanced. No longer can its output in product exceed its income in orders. Production must be kept in line with demand.

Given a balanced production, the industry's future is bright. The demand for its product has been and will continue to be outstanding in the field of manufacturing. This demand can be filled at a reasonable profit as easily as at a loss. When filled at a profit through balanced production, employment will be

industry. Instead of holding on to their merchandise which they couldn't sell at least on a cost basis, and have something to show for the effort and capital they put into the merchandise in the way of merchandise that they could eventually sell by closing their plants and stopping production, many industries when they found they couldn't sell at a profit have then sold at cost, and when they couldn't sell at cost have practically gone out and given their merchandise away in order to keep their plants running.

To show that this hasn't helped the retailer, the following is from an editorial from the May 27 issue of the California Retail Grocers Advocate:

Price Cutters Must be Cured

When we are out on a lonely road with a hole in our gas tank—the first thing we do is to plug up the hole.

We don't stand idly by, talking about it, while our gasoline wastes away.

Right now the food industry is in a parallel condition. We are in a dangerous situation, yet we are standing around bickering over technicalities while much of our economic strength is wasted away.

What we need now is action! We must plug up that hole!

The hole that is getting us deeper and deeper into the mire is profitless selling. Yes, and not only selling without profit, but selling at an actual loss.

Somebody cuts a price and a dozen others go him one better and cut under him. In the end everybody suffers. Cost is disregarded.

Selling below cost is not justifiable under any circumstances. It benefits no one and it completely upsets the orderly conduct of business. Its only purpose is to force a shutdown and drive someone out of business. It is a cut-throat fight that ends eventually in disaster for all.

Producers, manufacturers, wholesalers and retailers are all primarily interested in restoring business to a normal basis. The damage is being done by a comparatively few outlaws who can not or will not see the widespread havoc they cause.

United action by the various factors in the industry can curb this vicious price cutting in a very short time.

The State Association stands out fearlessly. Largely through its efforts there has been legislation enacted which gives the basis for action.

Right thinking, forward looking men in the industry realize the danger and are working to bring price cutting to an end.

Those who will not help now when the need is great will deserve little sympathy in the future.

United action can restore the industry to a normal, sensible basis. Those who refuse to help should be pointed out through publicity and left to "enjoy" the business of price cutters exclusively.

Let's plug up that hole!

It seems that no merchant or manufacturer has really been able to profit from any price reduction during the depression, in spite of the fact that wholesale distributors and retailers have practically



Lloyd Skinner

stabilized at fair wages, and our customers will prosper and extend the distribution of our products. As individuals, our budgets have been balanced. As an industry, we have lived beyond our income. Drastic action now, followed by temperate and intelligent production schedules later, will encourage buying and give the industry prosperity.

The drastic action required is the complete shutting down of mills NOW. Production should stop temporarily until the trend of demand can be better gaged. Such action would have a prompt and stimulating market effect. Mills should close NOW when operatives in cooperation with mill managements can meet the situation with a minimum of hardship. Shutdowns next winter would mean maximum hardship. Now is the time to look ahead and plan wisely. The day has come for each mill management to face the issue squarely and to balance the industry's budget. The sooner it is balanced, the less hardship there will be next winter and the sooner the industry will regain the full confidence of its employees, its customers and the public.

J. P. STEVENS & Co., Inc., New York.

WHEN so many business men insist on going their own way, it is refreshing to find one executive, who, though prominent himself, declares his willingness to follow the real leaders of his industry.

Now the fact is that many industries have even done worse than the textile

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unanimously for the last year or two been demanding a continuous better price, but I really believe that today, at least smart retailers, have awakened to the fact that the price proposition has gone altogether too far, and that if every item in their stock were given to them, and if they followed the procedure they had been following in the past, of "the cheaper they bought—the cheaper they sold," and turned around and gave their stock to the public, in the last analysis they would be out of business and have nothing left.

I once heard a member of the Federal Trade Commission tell a business association that in his opinion they never could get into any trouble under the Sherman law by trying to get their members to get at least their cost out of their merchandise; so I don't believe that any business association can today get into any legal difficulty by trying to stop the selling-at-less-than-cost-price-panic that is prevailing in most industries.

In every industry about which I know there is some leader who is meeting this price situation as the steel industry is meeting it, and it is up to every manufacturer to find such a leader in his own industry and follow him instead of following the methods of the financially weak who are getting weaker every day.

The idea of every manufacturer in cutting the price is to increase his volume. However, I think that today most manufacturers have found out that price really doesn't sell merchandise and I venture to say that there are few, if any manufacturers who, regardless of how they cut their price this year, have shown an increased volume, and perhaps few have been able to maintain last year's volume.

Particularly is this true in regard to any merchandise that is at all standard. Every manufacturer, particularly of trademarked merchandise, realizes that when he loses volume he is losing a part of his intangible assets, but every business man knows that it is better to lose his intangible assets than to lose his tangible ones, and where it is a question as to what he is going to hold on to, a man is much better off to end up with his capital intact, with no business, than he is to end up with a business, but no capital.

Particularly on trademarked merchandise all kinds of devices have been figured out by different manufacturers for hanging on to volume. Most of them have hated to reduce the price on their real leading brand, below cost, and have tried to get volume by quoting low prices on private brands, and particularly by putting out second brands, on a strictly price basis, etc.

Frankly, I don't believe that any of these superfluous moves that have been tried by the various manufacturers for years have at least worked out in the last year or two, but that the manufacturer who has stuck to his one standard brand and who has at least kept some profit in it in spite of the fact that he has had to accept a less volume—has come nearer to hanging on to his capital assets.

I hear some one say that all this price

cutting has at least materially helped the consumer, but I gravely question this. Just because there are many individuals in financial difficulty, is no reason why all businesses should get into financial difficulty.

If you want to help a friend, you can't help him best by lying down in the ditch with him, because if you stand up and keep going, whether you can help him now, or not, you eventually will be able to help him, and this is the way with business. The business that stands up and keeps going is eventually going to be able to help the consumer and the individual a whole lot more than if they tried to help him today by ruining themselves by giving them the benefit that any low price would mean to him at this time.

Regardless of price reductions, it is generally agreed that few manufacturers so far this year have been able to hold their last year's volume for the same period, let alone increase it. In making price reductions it seems that manufacturers forget that just in proportion to their price reduction, many of their costs automatically increase on a percentage basis. For instance, a business that had a 10% per cent freight cost 2 or 3 years ago, that has reduced the price 50% but has been able to maintain the same tonnage volume—has now a freight cost of 20%, and their percentage cost on taxes and practically every other thing except raw material has from a percentage standpoint increased more or less accordingly.

This is a fact that manufacturers should understand, as well as politicians and railroad executives. At least from a price standpoint, volume in industry has dropped 25% within two years, which on the same tonnage means freight cost to industry has automatically been raised 25%, and this is also true of taxes, without regard to getting any of the increase which we now seem to face.

Because of the fact that raw material costs in a certain industry with which I am acquainted, are about on a par with the raw material costs some 15 or 20 years ago, certain manufacturers are trying to do, in the way of putting out merchandise at a low price, what smart manufacturers failed to do on the same item 15 or 20 years ago when the only comparison in cost was on raw material.

For instance, in the macaroni industry many manufacturers are today trying to make a success of merchandising a 5c package when as a matter of fact one of the leading manufacturers in the industry, with practically no competition on a 5c package, failed from a profit standpoint to merchandise such a package 15 or 20 years ago when his cost of raw material was about on a par with the cost today, but when he had other added advantage of low taxes, low advertising expense and a 2c per mile traveling expense for his men, with \$2 American-plan hotels.

In other words, distributing costs, which enter largely into the cost of particularly any trademarked item, in spite of the depression, are today materially

higher than they were 15 or 20 years ago, so it would seem that if a smart manufacturer with a much lower distributing cost and the same raw material cost, couldn't make a profit of merchandising a 5c package of macaroni products 15 or 20 years ago, then even a superman would have a hard time making a profit out of same today.

We hear a great deal, and always have, about reducing distributing costs, but as a matter of fact it is distribution and merchantability that gives anything its value. For instance, a diamond in a South Africa diamond mine wouldn't be worth much to any one if it couldn't be merchandised, so, necessarily, if distribution is the thing that gives anything its greatest value, distribution is always going to cost money, and people are simply trying to make water run up hill, who attempt to cut out distributing costs.

There is no patent on running a clothing store and anybody can get into the business, but a man who enters the retail clothing business and tries to sell at retail for less than \$2 a suit of clothes that costs him more than \$17, as a general rule will go out of business.

Now, of course, there are exceptions to all rules and there may be magicians in business, but generally speaking, a manufacturer in any industry will find it best to follow those manufacturers in his industry who have the best financial rating, for while money isn't the whole thing in life, it is about the best barometer as to a man's business judgment and, generally speaking, in any industry you will find the manufacturers with the best ratings are not those who are using price as their greatest lever to get or maintain volume.

Do not fear to take a chance, weigh the possible consequences and then decide.

Advertising Did It

Here is what happened to 50 typical business men in the retail trade.

Because "times were dull" 25 of these business men cut out their newspaper advertising, and like the ostrich that buried its head in the sand they stood still.

The other 25 kept up their advertising and increased their usual business "gait." Their sales stepped up from 20 to 38%. Printers' ink kept the "red ink" off their books.

The classical character described as a "chiel's amang ye takin' notes" investigated the ups and downs of the business men, and discovered that the 25 who advertised had concluded that inasmuch as the government was backing the whole nation with its billions of dollars in resources it was up to them to back their own communities and its institutions. So, they kept on going, as usual.

It was Wordsworth who reminded us that the man of "cheerful yesterdays" always has his "confident tomorrows."

A careless man is just an accident going somewhere to happen.

Tiny Macaroni Package Impractical

Consumer is rarely conscious of macaroni price—a most economical staple food, says a consumer who knows manufacturers' problems. Give ample quantity, and best quality at reasonable price to boost macaroni consumption.

By MISS GLADYS RUSSELL
Convention Reporter

For a number of years now I have been a listener-in at your annual conventions where the outstanding problems of the industry have been discussed by the leading men engaged in manufacturing macaroni products.

I have little or no knowledge of the details of your various operations, but I have impressions of the broad, underlying principles of your business procedure and I have my viewpoint as a consumer of your product.

In this brief article I should like to call attention to a few of the things that occurred to me as I sat and listened to your discussion of price, quality, consumer education, size and weight of packages, etc.

Pound Package Most Practical

There was much talk of the 7 and 8 oz. package. I wonder why there should be either. The pound is the standard upon which nearly all leading food commodities are sold,—butter, sugar, coffee, rice, potatoes, apples, meat, etc. While there is a certain percentage of customers who will buy a quarter of a pound of butter or a half pound of sugar, they are by far in the minority.

Why not educate the purchaser of macaroni to purchase a full pound of macaroni products as a matter of course? Make it easier for the housewife to decide upon the use of a macaroni product in her menu. You know how easy it is to go shopping when you have an unlimited charge account, so why not follow the same principle in considering the consumption of your unit?

There is no food that I know which more lends itself to delicious quality as leftovers than noodles, macaroni and spaghetti. It is certainly uneconomical for the housewife to prepare and cook, using expensive gas, merely sufficient macaroni for one meal when it is so desirable as a next day's luncheon or supper dish.

I have asked a dozen housewives if they would buy a pound package as willingly as they do the 8 oz., and all except one said they would. That one says she uses spaghetti only (no macaroni at all) in place of potatoes as a dish to be served with fish.

Macaroni, A Basic Food

I understand that the average consumption of macaroni products per person in the United States is 4½ lbs. per

annum, or less. I know that I personally buy 10 times this much, and it is seldom that I cook less than 3 of the 8 oz. packages at one time. When I prepare spaghetti, I like to have 8 or 10 people for dinner because the time and care used in the preparation of the sauce justifies an appreciative group of consumers to enjoy its rare qualities of deliciousness, tempting appearance and nutritive value.

And when you consider the cost of the other ingredients in the spaghetti sauce,—mushrooms at 45c to 60c a basket and meat at 25c to 40c per lb., to say nothing of all the tomato and seasoning items,—the cheese combined with macaroni or the chicken or beef which it takes to make good noodle soup (just to mention the 3 most popular ways of preparing these products), the cost of the macaroni could be doubled and trebled and I don't believe your market would suffer in the least. Your product forms the basis of the entire dish, and a few cents more per pound would not deter the purchaser from using her customary quantity and perhaps increasing it if the desire for it is there.

If this is true, I cannot see anything gained by discussing whether a 5c package can be manufactured and sold at a profit!

Of the dozen housewives with whom I talked only one knew the price she paid for macaroni products. That one stated that recently there had been a special offered by her (independent) grocer at 5c per package but she noted that it was of inferior quality, she had used very little of what she bought and would not buy any more.

Quality Helps Consumption

It seems so obvious that the inferior product kills quantity consumption, that any consideration given by manufacturers to the production of a 5c package should be discarded without delay. It is like killing the goose that lays the golden egg!

Macaroni is worth a much greater evaluation. I am sure if it should be sold on its merits it would bring a much higher price in the market and the manufacturer is the first who should hold it in high esteem. The public will buy macaroni products if they have the taste and the enthusiasm for the dishes which are to be prepared from combination of macaroni with various sauces.

Mrs. Snyder of Mrs. Snyder's Home

Made Candies in Chicago, an outstanding example of successful selling of a commodity that retails at considerably more per unit sale than does yours, says that she never employs a girl who does not like candy, who will not eat candy, know the ingredients of the various pieces, so she can be intelligent and enthusiastic when the customers inquire about assortments to be had.

Why wouldn't it be a good idea to apply this principle to your sales outlets, the retail store people who have the dispensing of your goods over the counter?

Retailer Education Needed

I feel sure that if the retail clerk knew and liked and had an enthusiasm for macaroni products, knew different ways of preparing them to vary the menus of the housewife who is weary of thinking up new dishes for her hungry family, she would have many an opportunity to recommend and consequently sell many fold the quantity of your product than is now the case.

Granting that you make a quality product and manufacture efficiently, if you would concentrate your efforts on sales, create a knowledge of the use of macaroni products, foster and sponsor a demand for them among every consuming class, nationality, age and economic status, you could get any price that your quality, cost, and a profit, would justify you in charging.

I represent the average consumer, and I know I'd be perfectly willing and glad to pay for macaroni products twice what I do and not quibble about the price. The fact that all the rest of the women with whom I talked couldn't tell what they paid only proves that price is not the important factor in the consumer's mind that the manufacturer has been convinced it is.

I might add that the women I interviewed all used more macaroni than the average of 4½ lbs. per year. They prepared it sometimes in only one way for each type; others had 2 or 3 three ways for each of the 3 types most popularly used. It is interesting to note that the more ways in which they were prepared, the greater the consumption.

It seems to me there is the answer to your problem!

Many people could manage the wolf very well if the stork didn't keep interfering.

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"Macaroni

IS A MOST DELICIOUS AND NOURISHING FOOD"---

— the radio message given to 16,000,000 by *Betty Crocker*



BETTY CROCKER, who conducts the country's oldest and most popular radio cooking service and to whom hundreds of thousands of women write for help in their baking and cooking problems, is a real factor in holding and increasing the number of users of Durum Semolina macaroni. Broadcasting over 48 great radio stations, from coast to coast, Betty Crocker's messages to women emphasizing the fact that macaroni is the most nourishing food for its cost, in giving them recipes and instructions on how to make it in the easiest

and most delicious ways, is rapidly spreading the use of good macaroni to more of the nation's homes.

Thousands of cards with simplified recipes for the use of macaroni are sent out by Betty Crocker as a part of her service, enabling women to have perfect success with all of their cooking in which macaroni is used.

Thus Gold Medal serves you completely... from careful wheat selection and precise milling of Durum Semolina to helping you in the enlargement of your market.

GOLD MEDAL "Press-tested" SEMOLINA

Macaroni Educational Section

By B. R. Jacobs, Washington Representative

In the August issue of this Journal I discussed the use of the term "Made of 100% Durum Semolina" and similar statements appearing on the labels of macaroni products. I gave the United States Department of Agriculture's definition of semolina as follows: "Semolina is the Purified Middlings of Durum Wheat." Since the publication of last month's article I have had numerous complaints concerning the use of the term "Made of Semolina" on products obviously made from flour or from inferior grades of semolina. There seems to be an impression among a number of our manufacturers that the term "Made of Semolina" applies only to products made from Amber Durum semolina No. 1. This of course is not the fact. The term "semolina" as defined by the Department of Agriculture is a very indefinite and misleading term as can be easily shown. Under the grain standards durum wheat is divided into 3 subclasses and each of these subclasses is again divided into 6 grades. This makes a total of at least 18 kinds of wheat from which semolina may be made. There are at least 4 grades of semolina that can be made from each of these kinds of wheat, this making a grand total of at least 72 grades of semolina that can be made from the different wheats that are classed as durum. To make this a little clearer I am going to insert the official United States Grain Standards for Durum Wheat (Class 11) which is as follows:

Durum Wheat (Class 11). This class shall include all varieties of Durum wheat, and may include not more than 10% of other wheat or wheats. This class shall be divided into 3 subclasses as follows:

Subclass (a) Amber Durum. This subclass shall include wheat of the class Durum consisting of 75% or more of hard and vitreous kernels of amber color. This subclass shall not include more than 10% of wheat of the variety Red Durum.

Subclass (b) Durum. This subclass shall include wheat of the class Durum consisting of less than 75% of hard and vitreous kernels of amber color. This subclass shall not include more than 10% of wheat of the variety Red Durum.

Subclass (c) Red Durum. This subclass shall include wheat of the class Durum consisting of more than 10% of the variety Red Durum.

The grade requirements for (a) Amber Durum Wheat, (b) Durum, (c) Red Durum, will not be given in full but I will show only the requirements for grades No. 1, No. 5 and Sample Grade. The requirements for any subclass of No. 1 Durum are that it must weigh not less than 60 pounds per bushel; it must not exceed 14% moisture; it must not have more than 2% of damaged kernels of which not more than 0.1% may be heat damaged. It must not have more than 1% of total foreign matter other than dockage, of which not more than 0.5% shall be

matter other than cereal grains; it must not contain more than 5% of wheats of other classes, of which not more than 3% shall be soft wheats. Grades No. 5 of all the subclasses may have a minimum weight per bushel of 51 lbs.; it may contain as high as 16% moisture; it may contain 15% of damaged kernels of which 3% may be heat damaged; it may contain 7% of foreign material other than dockage, of which 5% may be matter other than cereal grains and it may contain 10% of wheats of other classes of which all may be soft wheats.

The definition of Sample Grade in all of the subclasses of Durum is as follows:

Sample Grade. Sample grade shall be wheat of the subclass Amber Durum or Durum, or Red Durum, respectively, which does not come within the requirements of any of the grades from No. 1 to No. 5, inclusive, or which has any commercially objectionable foreign odor except of smut, garlic, or wild onion, or is very sour, or is heating, hot, or is otherwise of distinctly low quality, or contains small, inseparable stones or cinders.

There is the further requirement concerning grades No. 1 to 4 inclusive, which requires that these shall be cool and sweet. The wheat in grade No. 5 shall be cool but may be musty or slightly sour. On the other hand the wheat that is graded No. 1 Amber Durum and No. 1 Durum may contain not more than 5% of wheat of the variety Red Durum.

Any of the above grades of durum wheat is capable of producing purified middlings which may be sold to the macaroni trade as semolina under the Federal definitions and macaroni products made from such purified middlings exclusively may be labeled as being made from "100% semolina."

The price range between No. 1 Amber Durum and Sample Grade Red Durum may be as much as 30c per bu. If we assume that it requires 5 bu. of wheat to produce a barrel of semolina, there is a difference of \$1.50 in the cost of semolina of the same grade made from different grades of wheat. However, if to this we add the difference between a No. 1 Semolina produced from No. 1 Amber Durum Wheat and No. 4 Semolina produced from a Sample Grade Red Durum Wheat we can see that the difference can easily amount to from \$2.50 to \$3.00 per bbl. and it therefore emphasizes the worthlessness of the use of the term "Made from Semolina" from a competitive point of view.

This further emphasizes the necessity of more definite standards for semolina as well as more definite labeling of macaroni products by those manufacturers who feel that the use

of the term "Durum Semolina" is of value to them in the sale of their products. I understand that some of our members are to try to popularize the term "Semolina" as referring to high quality in macaroni products. Unless some restriction is placed on the use of this term or unless some qualifying term is used to designate the particular kind of semolina that is being used I very much fear that the kind of competition they are going to get from other manufacturers who sell inferior grades of semolina macaroni products will prove disastrous to their plans. Considerable thought should be given to this particular phase of labeling and advertising as well as to the degree of cooperation that the durum wheat millers may be able to give in this connection.

Fights 5c Package

The Elka Noodle company of Maspeh, L. I., has entered earnestly into the Association's fight against the Nickel Package as impractical and uneconomical, but also as dangerous to the general welfare of the industry. By means of newspaper advertisements, circulars and letters it has announced to the trade that high quality noodles cannot be sold profitably and ethically at 5c a package:

"We have experimented with the end in view of producing our brand of noodles at a lesser price and still maintain our quality. Here are the results of our experiments:

"To begin with our factory is efficiently managed and our overhead is very reasonable. We purchase our flour and eggs in quantities at prices comparable, at least, with the largest plants. Our wages and salaries are about the same as those that prevail in similar establishments.

"Bearing all these facts in mind we found in our experiments that to lower the price and still maintain the same high quality is impossible. We particularly tried to work out a 3 oz. cellophane bag to retail at 5c per bag and found this to be out of the question entirely. The only way to produce such an article is to substitute a cheap flour and cheap eggs for our high grade flour and fresh guaranteed eggs.

"Need we point out to you, Mr. Customer, that such 5c noodles cannot be anything but cheap in quality as well as in price? Buy only guaranteed noodles from a firm whose guarantee means something; a firm that uses high grade flour, the best of fresh eggs, carefully manufactures and packs its products and sells them proudly over its brand name."

you
Commander
 the Best When
 you
Demand
 Commander
 Superior
 Semolina

ABSOLUTE uniformity of color—every day of the year!

That's our boast and our challenge for Commander Superior Semolina. Commander Superior Semolina is producing absolute uniformity every day for hundreds of the most successful macaroni manufacturers in the country.

If you are one of the few who do not at present use Commander Superior Semolina, or are unfamiliar with what it will accomplish in your plant, give us the opportunity of showing you.

Over 75% of our orders are repeat orders from regular customers. These people know!



Commander Milling Co.

a division of the

COMMANDER-LARABEE CORP.

Minneapolis, Minnesota

Secrets of Successful Trade Marking

By Waldon Fawcett

Written Expressly for The Macaroni Journal

Protect Your Label Apart From Your Trade Mark

Every now and then there comes a time when a policy or practice that is perennially good strategy in macaroni-noodle marketing becomes, for the nonce, just a little bit better than good. Such a juncture has just now been reached in respect to protecting the product-label. Protecting it, that is to say, against imitation or infringement. A circumstance is at hand which makes it more than ever advisable to provide all the legal shelter available for the macaroni label as an entity,—an independent medium of good will capitalization.

Before we examine the fresh urge that has appeared in behalf of label fortification, perhaps we should emphasize the scope of label individuality as a concrete institution in the identification of goods. There may be some readers of the Journal who have not grasped the fact that a macaroni label may be protected separate and apart from the trade mark for the same goods. Indeed, every now and then a letter comes to Washington which indicates that some preoccupied member of the trade is under the impression that a trade mark and a label are one and the same thing. That is a confusion which is costly for the macaroni brander with a name-reputation to promote and conserve.

Anything we may say today or any other day, in respect to the value of property rights in labels isn't meant to challenge the tradition that the trade mark is the macaroni marketer's one most valuable asset. But just because the label is so often a trade mark "carrier,"—a vehicle for display of the mark on the goods,—must it follow that it is worth while, when possible, to invoke separate safeguards for the label. Even if the label does not bear the trade mark, yet is it worthy of all the insurance which the owner can place upon it. Because the label,—especially if it is of unique shape or distinctive color, is apt to serve the consuming public as a clue by which the goods may be recognized quite as readily as by the brand or trade mark.

Just as there is a difference between trade mark and label, for all their interlocking functions and team play, so is there a difference in the method whereby protection may be obtained from Uncle Sam. A trade mark which conforms to Federal requirements may be registered at the U. S. Patent Office. A label may likewise be entered or enrolled at the Patent Office. But, for all that the process might be described as one of registration, a label is not, strictly speaking, "registered" but is copyrighted.

Now for the turn of events in respect to label pedigrees which gives the neglectful member of macaronidom a nudge to get busy and copyright his labels, even as he has already registered his trade mark at the national capital and perhaps at state capitals, as well. A proposal has lately been laid before Congress to consolidate the copyright protection of labels. If the scheme is carried out, there will be no change in the character of label-protection. But there will be a removal of official red tape which has proved confusing to some persons in macaroni circles.

Even the macaroni marketer who has been fully aware of the distinction between trade marks and labels as different species of "industrial property" has been open to perplexity over the fact that Uncle Sam maintains at Washington 2 different clearing houses for copyrights. The Patent Office gives copyright credentials of a kind. So, likewise, does the U. S. Copyright Office, which is a part of the Library of Congress. Worst of all, both of these institutions issue copyrights on what are accounted in the trade "labels" and on what are commonly known as "prints,"—the latter including all the printed matter and display material used in connection with macaroni products but not directly attached to the goods.

As between the 2 channels of label protection there has been a distinction. But not such a one as would at first glance mean much to a macaroni marketer not intent on technicalities. Supposedly the Copyright Office handles subjects (including label subjects) which are expressive of the "fine arts." By the same sign the Patent Office takes care of the labels that are designed for use on articles of manufacture. But there has been no end of confusion and inconvenience owing to the hair splitting distinctions between, say, an art label, so-called, and a straight utilitarian label. In some instances a label owner has been turned down at one copyright gate and has been admitted at the other.

To get away from the possibility of muddles, the Secretary of Commerce, the Commissioner of Patents, and all other government executives who have to do with label protection in any shape or form have now come to Congress with a request for "centralization" of label certification. It is proposed in a bill lately introduced by Senator Felix Hebert,

chairman of the Senate committee on patents, to transfer the label copyright machinery from the Patent Office to the Copyright Office and make the latter the one agency for credentialing any and all kinds of labels and prints.

The subject is as yet at the discussion stage. Congress cannot be expected to take action before next winter at the earliest. But the attention which will be drawn in trade circles to the whole subject of label protection has a moral for every macaroni man. The said moral being the wisdom of not merely foresight but forehandedness in the protection of labels. Just here a word may be said in behalf of multiple protection if there is multiple labeling. Many a brander who has had only a single trade mark to protect has followed the same course in respect to his labels. That is to say if he provided any separate protection for his labels, he has copyrighted only his principal label—perhaps, his full line key label. Such thrift is liable to prove poor economy. It costs only a nominal fee to copyright a label (unlike the rather heavy expense of trade mark registration) and a macaroni marketer with a battery of labels is well advised to clamp a copyright padlock on each one of the series. If for no other reason, simply because no packager of macaroni can guess infallibly just which label the hungry public will seize upon to verify its purchases.

In connection with what appears to be a louder summons for label entrenchment, the secret should be passed that labels for copyright are by no means confined to the gummed stickers that constitute the conventional labels. Macaroni wrappers, bands, carton blanks, seals, outserts, etc., are all eligible for copyright as "labels" provided they perform the function of describing the goods to which they are attached. Similarly there are no terrors in the rule that a label, to make the copyright grade, must be artistic. Theoretically, of course, a label or a print must have artistic qualifications. But the Federal censors do not demand of labels a high order of artistic merit. And for that matter there is no insistence upon an elaborate, detailed "description" of the goods. A picture of a dish of macaroni displayed on a macaroni label will render the label technically descriptive if there be no information beyond that, save the name and address of the manufacturer.

Label copyright does not, of course, take the place of trade mark registration,

September 15, 1932

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But it supplements and reinforces trade mark registration. Particularly insofar as it reserves to a brand owner the setting or display environment of his trade mark. Very often macaroni consumers identify the package they have always bought not so much by the registered nickname as by label features, color backgrounds, etc., which are not part of the technical trade mark. Copyrighting a label goes far to reserve to the sole use of its creator the "atmosphere" with which a trade mark is surrounded. And in these days of package redesign, when there are frequent changes of fashion in the "dress" of goods, it is the label copyright which affords quick protection for each new package get-up without disturbing the underlying insurance on the basic trade mark.

Colored Wrappers Help

Color has a practical as well as an esthetic value in wrapping foodstuffs to be stored for some time. Most colors permit the passage of the rays of light that promote spoilage. Only two—grass green and black—shut out those rays, the green, like the chlorophyll of plants, by absorbing the photochemically active wave lengths of light, and the black by absorbing practically all the rays.

The effect of light on the deterioration of oil bearing foods was shown in a recent study by food research chemists in the U. S. Department of Agriculture.

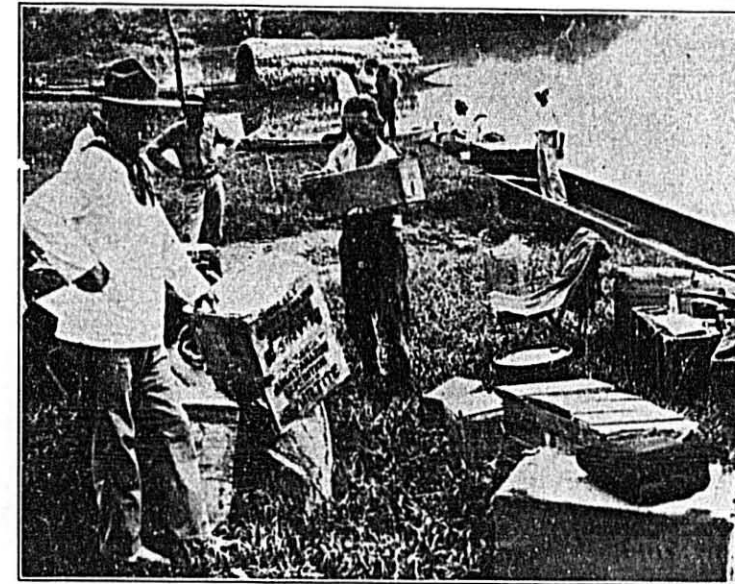
In one test 2 lots of the same meal were stored side by side for about a year, one in a glass bottle exposed to the direct sunlight and the other in a glass bottle wrapped in black paper. The meal in the wrapped bottle was fresh and sweet when removed; that in the unprotected bottle was spoiled, with a very rancid odor.

In another test a set of vials, one containing lard, one butter and one salad oil, was placed in each of 10 compartments, each compartment was covered with glass of a different shade, and the whole frame was exposed to sunlight. At the end of the experiment the material kept under the grass green glass was still sweet, while that kept under the glass of any other shade of green, as well as of the different shades of blue, purple, yellow, orange and red, was distinctly rancid. The same results were obtained when oil bearing foods were wrapped in cellophane of varying hues.

"This study," says Mayne R. Coe, of the bureau of chemistry and soils, "offers manufacturers of oil bearing foods a practical means for delaying rancidity and reducing the monetary losses resulting therefrom. Crackers, potato chips, and coffee also spoil rapidly when so stored that the active rays of light can reach them. Grass green and black containers prevent or greatly retard such deterioration."

Your fortune rests beneath your hat.

Dickey's Amazon Expedition



American Paperboard Packaging Tested in Andes-Amazon Trip

Dr. Herbert Spenser Dickey, scientist and explorer, who has just returned from his most recent Andes-Amazon expedition, reported complete success with the new paperboard packing materials in which his supplies were packed. Macaroni, in the case, being carried by a member of the expedition shown in the center of the picture, taken on the banks of the Amazon, remained sweet and brittle despite the rigorous weather through which it was transported.

The package is a "Gairite" and it perfectly protected the contents of the many foods during the journey of about 15,000 miles in South America over the Andes mountains and through the jungles of the Amazon river.

The photograph shows part of the Dickey expedition supplies being loaded into native dugout canoes on the Napo river, one of the largest tributaries of the Amazon.

Cabinet Officer Heads Association

Robert P. Lamont who recently resigned as secretary of commerce in President Hoover's cabinet has been named chief executive of the American Iron and Steel Institute, a volunteer organization of representatives of the leading steel companies of this country.

He will succeed Charles M. Schwab who retires to an inactive chairmanship. The new head of this strong organization is well acquainted with the leading steel men in the country and with the steel making business as a long time head of the American Steel Foundries. He is fully aware of the highly competitive conditions that have always existed in that business, a condition that has become more and more acute as the depression continues.

Executive Lamont will devote all his time as the head officer of the institute which heretofore played only a passive role, gathering statistics, urging standardized practices, etc. Among the problems awaiting his action and advice are "price cutting," "price shadings," "concessions to favored customers," "indirect rebates." Steel men testify that President Lamont will not be enthroned as a "tsar" but that he will have as one of his first

big problems "the whipping of the steel companies into a strong and united price front, to stamp out the buyer's notion that he can always wheedle a profit-sucking concession, and encourage all buyers to take on normal inventories of steel products." This President Lamont is expected to do without in any way jeopardizing the rights of individuals under the law, and avoiding anything that may be suspected as in restraint of trade.

Straining the Adding Machine

Last year the motor vehicles of the United States traveled approximately 150 billion miles. And they used more than 15 billion gallons of gasoline! There are approximately 26,000,000 cars and about 30,000,000 drivers.

Truly the automobile seat is our secondary home. A large proportion of our population spends a great deal of time on the highways each year.

These statistics are almost beyond comprehension. After all it is not surprising that we have so many accidents. One hundred and fifty billion miles is rather sizable mileage. It is the equivalent of 807 round trips to the sun.

Or, if you prefer moonlight riding it is equivalent to more than 314,000 round trips to the moon!—*The Safe Driver.*

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.

Rules Governing Returns of Drawings and Specifications

Applicants for registration of patents and trade marks, or their attorneys, should be conversant with the basic rules governing procedure. Withdrawals for changes and revisions can be made only according to Rule No. 72 of the Patent Office, which is as follows:

Rule 72. After the completion of the application the office will not return the specification for any purpose whatever. If applicants have not preserved copies of the papers which they wish to amend, the office will furnish them on the usual terms.

The drawing may be withdrawn only for such corrections as cannot be made by the office; but a drawing cannot be withdrawn unless a photographic copy has been filed and accepted by the examiner as a part of the application. Permissible changes in the construction shown in any drawing may be made only by

the office and after an approved photographic copy has been filed. Sketches filed to show proposed changes in construction must be in permanent ink. (See Rule 30.) Substitute drawings will not be admitted in any case unless required by the office.

Restriction to One of a Product

Prior to a recent decision of the Patent Office it was the practice of the trade mark division of that bureau to permit registration of the same mark to more than one party where said mark was used on different foods. This, however, cannot longer be done under the new regulations, making it more difficult than ever to find a registerable name and making such registered trade marks more valuable than ever to holders thereof.

Patents and Trade Marks

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

PATENTS

Noodle Press

A patent for a noodle press was granted to Oscar Redwitz, Sharon, Pa. Application was filed Nov. 7, 1930, and was given serial number 494158. The official description given in the August 16, 1932, issue of the *Patent Office Gazette* is as follows:

"A noodle press comprising a cylinder having an outwardly flared upper end and being provided with a bottom with apertures arranged therein, said apertures having outwardly flared upper ends, a plunger for said cylinder, an enlarged ring portion formed with the bottom of said plunger and snugly engaging the wall of said cylinder, a handle for said plunger and being provided with an annular groove forming a handhold, a base having an opening formed therein for the purpose of receiving said cylinder and adapted for engagement with the top of a receptacle, a band surrounding said cylinder for vertical slidable movement thereon, ears formed with said band, a thumb nut for said ears for securing the band in adjusted positions about the cylinder to support the latter through said open-

ing at various distances above the bottom of said receptacle."

TRADE MARKS REGISTRATIONS RENEWED

The trade marks of the Atlantic Macaroni Co., Long Island City, N. Y., registered Jan. 14, 1913, were granted renewal privileges effective Jan. 14, 1933.

TRADE MARKS REGISTERED

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

Big Nickel

The trade mark of Bayard S. Scotland, doing business as Economy Macaroni Co., Joliet, Ill., was registered Aug. 30, 1932, for use on macaroni, spaghetti and noodles. Application was filed May 6, 1932, published by the Patent Office June 14, 1932, and in the July 15, 1932, issue of *THE MACARONI JOURNAL*. Owner claims use since Oct. 31, 1931. The trade name is in heavy type.

TRADE MARKS APPLIED FOR

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

F & M

The private brand trade mark of F. & M. Importing Co., Inc., Los Angeles, Cal., for use on alimentary pastes and other groceries. Application was filed July 17, 1931 and published

Aug. 2, 1932. Owner claims use since Dec. 1, 1924. The trade name is in heavy type.

Mom's

The trade mark of Mrs. L. O. Reavis, Kansas City, Kan., for use on noodles. Application was filed Feb. 23, 1932, and published Aug. 9, 1932. Owner claims use since May 1, 1931. The trade name is in black type.

Chef

The private brand trade marks of The Berdan Co., Toledo, O., for use on alimentary paste products and other groceries. Applications were filed March 28, 1932, and published Aug. 30, 1932. Owner claims use since April 1, 1932. Trade names are as follows: First the trade name is in outlined type, second the photograph of a chef and third the photograph of a chef over which is written the trade name in outlined letters.

LABELS

Spaghetti A La Mussolini

The title was registered Aug. 16, 1932, by College Inn Food Products Co., Chicago, Ill. for use on canned spaghetti. Application was published April 15, 1932 and given registration number 41019.

"There he is," clucked one old hen to the other. "That's the guy I'm laying for."

A nifty way to keep out of the hospital is to keep out of danger.

The Highest Priced Semolina in
America and Worth All It Costs

King Midas Semolina

You will never make
a mistake by recom-
mending and selling
a superior article.

Quality is the surest
foundation for
a permanent
business.



King Midas
Mill Co.
MINNEAPOLIS, MINNESOTA

Food Making Is Woman's Natural Sphere

"An interested, keen minded macaroni manufacturer, a successful business woman and a real fine fellow,"—that best describes Miss Angela M. Barone of Buffalo, N. Y., who for years has been associated in a big way with the macaroni manufacturing industry and other business interests in her home city.

Miss Barone was born in Italy but knows no other country than the good old U. S. A., having been brought here in her first year and having received a thorough American training. She was educated in the Buffalo schools, matriculating at Sacred Heart academy in the same city, specializing in business. For several years she served as private secretary to Attorney George Bellanca, acquiring legal knowledge that has been very helpful to her in her business career.

She is the first Buffalo girl of Italian extraction to enter actively into business and aside from her macaroni manufacturing connections she manages a flourishing real estate and insurance business.

When Attorney Bellanca was consulted by several prominent Italians experienced in macaroni making about the opening of a plant in Buffalo, he became intensely interested. So did his private secretary, Miss Barone who succeeded in inducing her parents to purchase a third interest in the new venture, the Bellanca Macaroni company, launched in 1916. She became the new firm's secretary and treasurer but lost no opportunity to study the macaroni manufacturing and distributing from every angle and today is considered not only a business expert, but a macaroni making expert also.

Miss Barone is proud of the fact that through her insistence her factory was one of the first in the Buffalo district to use semolina of durum wheat exclusively in the production of quality goods that have gained for it a very favorable reputation in the trade. In the Bellanca plant was made one of the earliest installations of the Carrier Drying System which dries macaroni products mechanically and successfully.

The firm started during the war years and its development was retarded by the flour restrictions imposed as a war measure on all food industries. "When the armistice was signed," says Miss Barone, "our company was loaded down with over 20,000 bbls. of war flour stored in the various Buffalo warehouses, and who wanted war flour after the strict regulations were lifted? We, like many others, found a way out by unloading it in England, Scotland and Belgium at heavy loss, but we retrieved a goodly part of our investment of which we made very good use in the boom years that followed.

"Then came the panicky years of 1920 and 1921. Everybody was suggesting mergers as a salvation and we fell for the idea, merging with several other Buf-

falo plants in forming what is now The Peoples Macaroni company, of which corporation I am still the active secretary."

Miss Barone also served as secretary and treasurer of the Jamaica Wholesale Food Products company but now specializes in her real-estate and insurance work which keeps her in close contact



Miss Angela M. Barone

with her many friends in the Italian colony. Though an Italian and an admirer of Italian culture and of Italy, she has never visited the country of her birth. She is a baseball fan and seldom misses an important game. She is active in welfare work, having long served on the service committee of the Buffalo Zonta, of which she is also a director; she is a member of the executive committee of the Columbian Republican Women's league, and director of the Erie Co. League of Women workers.

With all her varied affiliations she still clings to her first love, macaroni making, specializing not only in its manufacture and distribution but in its preparation for the table, her most expert attainment.

A Story With a Good Moral

The story reprinted below will make fine reading for any business man and is particularly applicable to the macaroni industry wherein exist some selfish fellows, as they exist in all other crafts, who would rather starve than eat with the help and good will of competitors.

May a study of the story ameliorate all unselfishness in the macaroni industry and bring all the progressive elements in the trade solidly behind the trade association. (Ed.)

Nuf Sed

Once upon a time a cotton goods man died and went to heaven! So narrates an exchange. Upon being received by Saint Peter he asked to be shown to his old competitors of the cotton business. He was told that each group of people in the same line of business lived together,

therefore it was an easy matter to go to the district and see all the cotton goods men at one time. Upon seeing them he was surprised to find that they were very, very thin. In fact one could almost see through them.

Just at that time dinner was served and to his astonishment platters and platters of delicious foods were placed before them and before anyone was seated an angel came along and strapped an iron spoon on each arm. The spoon was strapped around the wrist and biceps making it impossible to bend the arm. As a result they could only look at the food but could not eat it.

Our friend went to another section where the lawyers lived and to his surprise found them all fat and healthy. While he was there dinner was served and an angel strapped spoons on each arm in the same manner. To his surprise he found that each lawyer dipped his spoon into the food and fed the man seated next to him. As a result all were served and satisfied.

Returning to the cotton goods group he asked, an old competitor why they didn't do the same thing, to which he replied: "What! Me starving and I should feed that dirty crook next to me? Well I guess not."

THE MORAL TO THIS STORY IS SO OBVIOUS THAT WE ALLOW EACH MEMBER TO DRAW HIS OWN CONCLUSIONS.

Merchandising Defined

Merchandising has been defined as having the right goods at the right price at the right time. And we pause here to remark that most stores have the right price these days, and that's about all. For one reason or another merchants have been scared out of having sufficient stock to be able to do a real selling job. To the many complaints of customers that a proper selection cannot be obtained comes the very threadbare alibi that a wider range is on order or at the warehouse or that something just as good is being displayed right now for less.

To all these alibis we answer, "poor merchandising." You cannot expect a customer to buy if you haven't the goods at the time he or she is in the mood to part with the ever increasingly valuable dollar. If there ever was a time when that dollar had magic to charm the blues away, it is now, yet many dollars are permitted to find their way to the hoarding sock where they remain idle and do no one any good.

While on the subject of merchandising may we be permitted also to bring up the kindred subject of underestimating your customers' price range. Too often we assume that a customer wants a 79c pair of hose when an effort to sell a dollar pair would result in the higher price level transaction. Not all the people who come into your store have given up their desire for comfort, style or luxury.

Macaroni Builds Up Health Yet Cuts Food Bills

By J. P. GEISLER, Sc.D.

Director Research Laboratories, Food Investigation Service

Probably no food on the American menu today can be used more satisfactorily as a means to cut down excessive food bills and at the same time give a substantial, health-building dish, than macaroni, including egg noodles and spaghetti.

Too often people jeopardize their health by omitting from their diet foods which are rich in nutritious value. Research has unearthed an interesting fact about macaroni, spaghetti and egg noodles. And yet I doubt whether they are eaten today as much as they should be.

These edible durum wheat preparations are of great value, not only in themselves but also because they provide a splendid base for other nutritious foods. Tomatoes, for example, are served tastily with macaroni, and the value of tomatoes is better known today than ever. The vitamin content is exceedingly high and, when served with other foods of high nutritive value, form a most healthful combination.

Muscle Building Food

The high food value of cheese is well known. Macaroni served with cheese is undoubtedly a highly satisfactory method of introducing a protein food into the system. Macaroni, compared with potatoes, is very interesting. Macaroni contains about twice as much muscle-building food (protein) as potatoes, 9 times as much fat, between 5 and 6 times as much carbohydrates, or heat producing food and more than 4 times as much food value as potatoes for the same weight.

It has been only in recent years that we have recognized the immense value of mineral matter in the human system. The entire body depends upon minerals to keep it in proper condition. The heart, lungs, liver and all other organs immediately suffer when mineral matter is not introduced into the system in sufficient amount. Naturally we look mainly to vegetables and dairy products for minerals, but there is also something to be said in regard to other foods.

Offer Delightful Change

Macaroni, too, has its value as a mineral food. To compare macaroni with potatoes, again, will give an idea as to its mineral content. It contains 1½ times as much calcium, a little more magnesium, and more than twice as much of the important element, phosphorus. It also embodies nearly twice as much chlo-

rine, almost 6 times as much sulphur, and about the same amount of iron.

Macaroni, and its associate foods, spaghetti and egg noodles, should have a definite place on the household menu. They make a delightful change from the customary potatoes, and can be considered a health-maintaining food.

Well, remember the banana. Every time one leaves the bunch, it gets skinned.

Macaroni Trend Reversed in June

Exports Increased and Imports Decreased

The international trade in macaroni products so far as the United States is concerned during June 1932 shows a radical change that was beneficial to manufacturers in this country. For the first few months of the year United States was buying macaroni products in greater quantities while the exportation of the domestic products was declining seriously. In June there was a reversal that might be the indication of a new trend.

Imports Down

During June 1932 there were imported only 139,563 lbs. valued at \$9,841 as compared with the total importation on June 1931 of 202,673 lbs. costing \$14,688.

Based on the figures prepared by the Bureau of Foreign and Domestic Commerce, the import business so far as macaroni products were concerned for the first 6 months of the year was at about the same level as that of a year ago. From Jan. 1 to June 30, 1932, the total imports were 1,115,271 lbs. costing \$79,966 while for the first 6 months of 1931 we imported 1,169,285 lbs. for \$87,312.

Export Trade Improving

Figures for June 1932 show that a total of 327,420 lbs. of macaroni, spaghetti and noodles was shipped to 36 foreign countries and insular possessions, the exports having a value of \$21,903. In June 1931 the total exports were 250,710 lbs. worth \$18,126.

The total for the first 6 months of this year is still considerably below the export business in this foodstuff for the same period last year despite the spurt enjoyed in May and June. For the first 6 months of this year the exports totaled 1,853,452 lbs. valued at \$126,975. For the

same period in 1931 the business totaled 2,649,374 lbs. worth \$200,147.

The countries to which domestic macaroni products were shipped in June 1932 and quantities purchased are listed below:

| Countries | Pounds | Dollars |
|---------------------------|---------|----------|
| United Kingdom | 79,428 | 5,179 |
| Canada | 108,786 | 8,889 |
| British Honduras | 867 | 71 |
| Costa Rica | 48 | 3 |
| Guatemala | 854 | 50 |
| Honduras | 13,964 | 612 |
| Nicaragua | 2,726 | 122 |
| Panama | 24,783 | 1,138 |
| Mexico | 2,837 | 257 |
| Newfoundland and Labrador | 2,250 | 150 |
| Bermudas | 2,113 | 160 |
| Barbados | 101 | 9 |
| Jamaica | 25 | 1 |
| Trinidad and Tob. | 306 | 40 |
| Other B. W. Indies | 1,133 | 98 |
| Cuba | 37,415 | 1,897 |
| Dominican Republic | 22,543 | 1,263 |
| Netherland W. Indies | 1,915 | 177 |
| French W. Indies | 40 | 2 |
| Haiti, Rep. of | 6,219 | 262 |
| Virgin Islands | 509 | 36 |
| Colombia | 10 | 2 |
| Ecuador | 329 | 32 |
| British Guiana | 381 | 43 |
| Surinam | 27 | 4 |
| Venezuela | 159 | 21 |
| China | 1,590 | 150 |
| Netherland E. Indies | 1,049 | 107 |
| Hong Kong | 545 | 44 |
| Japan | 2,900 | 150 |
| Philippine Islands | 4,740 | 498 |
| French Oceania | 400 | 24 |
| New Zealand | 860 | 51 |
| Union of S. Africa | 975 | 100 |
| Morocco | 4,590 | 261 |
| Hawaii | 38,161 | 2,499 |
| Porto Rico | 55,152 | 2,847 |
| TOTAL | 420,733 | \$27,249 |

You can't buy safety with money. It can be bought only through thought.

Necessary Volume Increase in Price Cuts

The percentage increases necessary in retail sales volume to maintain the same dollar volume in the face of lower prices are given in a recent discussion of the relation of reduced prices to volume appearing in the Boot and Shoe Recorder. For example, if prices are cut 20% retail sales must be increased by 25% to maintain the same dollar volume of sales. Similarly a third cut in prices would call for a 50% increase in volume of sales. The table below shows a few of the percentage increases necessary if the same dollar volume of sales is to be maintained in case of various price cuts:

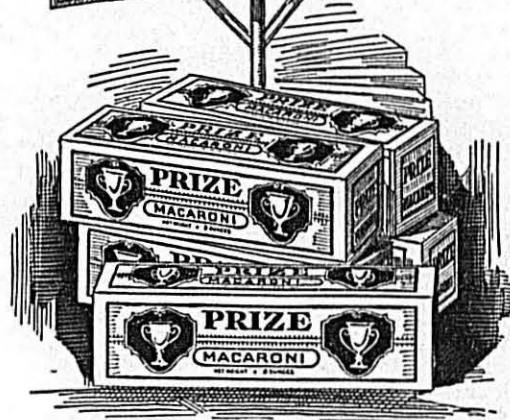
| Price Cut of | Requires Volume Increase Of |
|--------------|-----------------------------|
| 5% | 5.26% |
| 10 | 11.11 |
| 15 | 17.64 |
| 20 | 25.0 |
| 25 | 33.33 |
| 33.3 | 50.0 |
| 50 | 100.0 |

Of course this does not take into consideration in any way the margin of profit, referring only to dollar volume of sales.

It is characteristic of safety work that the job is never done.

Which Sign Will You Hang Over Macaroni This Year?

This



This product probably will be made of an inferior grade of raw materials—It may be processed by indifferent, unskilled labor—Its production may be carelessly supervised. It may not enjoy a tempting flavor. It may cook slowly. It may be tough. Its color may be unappetizing—its purity may be questionable.

Is this merchant offering true value?

or

One sign leads to sound manufacturing and economic distribution—real merchandising—giving value to the consumer—One sign points the way to business building—to a profitable stable manufacturing industry and too, what is of natural importance to you—a profitable distributing system.

That sign—and you know it is the one on the right—leads us back on the road of business recovery and the elimination of unemployment, distress and dire poverty.

Shall we plant that sign over our macaroni products this year?

The other sign leads to consumer dissatisfaction—to declining consumption—to continued distress selling—to the manufacturing of inferior merchandise—to bankrupt manufacturing.

It also leads to rising distribution costs, declining dollar volume—and to further distribution losses.

Shall we take the road to which the sign on the left directs us?

Can there be any real choice?

We think not.

And the members of this association stand firmly committed to the path that leads to prosperity.

Your co-operation is earnestly requested to lead us both to that accomplishment.

This



This macaroni will be made of quality materials, processed with the skill of years, with the help of experienced labor and research to produce the finest finished product.

Here is a macaroni that the distributor can be proud of—One that will tempt the appetite of the whole family—One that will repeat and lead to added consumption—and it will be sold at a profit by distributors.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
BRAIDWOOD ILLINOIS

(Second of a series of editorial advertisements published in "Groceries" (August 1932) in the interest of quality manufacturing and economic merchandising. Sponsored by National Macaroni Manufacturers Association as an educational service to distributors and a helpful service to macaroni manufacturers of all classes.)

Sell Only Best Grades

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

To the retail trade of the country, last month, A. F. L. Tuttle, publisher of *Groceries* sent the above quotation with the query, "Do we, who are in the grocery business, desire to see a recovery in business? We do!"

"Do we desire prosperity sufficiently to work for it—to think what we can do to improve conditions—and then to go out and actually do something about it? Yes, indeed, we do!"

"And that being true, there has to be a beginning. So we suggest that the retail trade begin with MACARONI. Here are the reasons:

"1—Macaroni does not need to be a loss leader—it should be profitable to sell. Very well, then, let us make it so.

"2—The quality of macaroni is being reduced to an inferior grade by means of price cutting. Again quoting Curtis—'The over-emphasis upon price is sure to lead to the sale of poor qualities.' Let's improve that macaroni quality and prices now.

"3—Good quality macaroni can be sold at a profit, by distributors. It is sound economics to improve macaroni prices now.

"4—Your macaroni business—everybody's macaroni business—will be seriously injured unless the present unsound practices are stopped now.

"So we ask you and every other distributor to, 'First—Buy UP to quality specifications, not down to 'price.' 'Second—Merchandise the quality of your product—sell it at a price that shows you a profit.

"If distributors do not respond to this appeal on macaroni now we cannot further organize a campaign to make selling profitable in the grocery industry—to moderate the depression and to improve conditions. Again I quote a statement by Curtis which you and I know is true:

If the public loses faith in established merchandise values and in the retail price structure, injury is inflicted just as though banks were closing and governments failing to balance their budgets.

Macaroni manufacturers should willingly follow up on the good work so well started by Mr. Tuttle. He has impressed wholesalers and retailers with a greater regard for macaroni products—a good food that should become more and more popular and will become so as soon as it is no longer treated as a football.

Your own actions, Mr. Macaroni Men, will set not only the standards of quality but the policy of profitable selling.—*Editor.*

Macaroni and Cheese Loaf

Shortcut or broken macaroni is being used in increasing quantity in meat loaves by economical housewives who are looking for something that is both tasty and satisfying. Commercial providers of ready-to-serve meats have recognized the nutritiousness and the tastiness of meat and macaroni combinations and are constantly seeking to improve their products.

"The National Provisioner" of Chicago, a magazine of the Meat Packing and Allied Industries recommends the following recipe to an inquiring packer:

Hot days speed up the demand for "ready-to-serve" meats, and both packers and sausage-makers put out their full line at such times. One packer asks about a fancy loaf. He says:

Editor The National Provisioner:

Please give us a formula for a macaroni and cheese loaf. We make several kinds of loaf but have never made this one. We want to make a good product and I hope you can help us.

The meat for such a loaf consists of hot bull meat and cured pork trimmings, macaroni, cheese, cracker meal, skim milk powder and seasoning in the following proportions:

100 lbs. hot bull meat
100 lbs. cured pork trimmings
1 brick of American cheese
12½ lbs. macaroni
10 lbs. cracker meal
3 lbs. powdered skim milk
2 oz. ground cardamom seed
3 oz. white pepper

Add the following curing ingredients to the hot bull meat:
2 lbs. salt
4 oz. sugar
3 oz. saltpeter

Grind and chop the bull meat very fine in the silent cutter, adding fine crushed ice and spices, then place on shelves to cure for 2 days.

The cured pork trimmings should be made of regular pork trimmings cured with 2 lbs. salt, 4 oz. sugar and 3 oz. saltpeter. After curing, the trimmings are ground through the fine plate of the grinder and mixed with the bull meat in the mixer with the balance of the ingredients.

The cheese should be cut in ½- to ¾-in. cubes.

Buy broken macaroni from manufacturers, if possible, and soak in cold water until tender, before mixing.

Put the mixture into small loaf pans and bake until done. A little powdered milk flour may be sifted over the top of loaves to brown them nicely.

It is well to distribute the cheese cubes through the meat by hand as the meat is being put in the pans. This insures even distribution.

Meat Stamp Harmless

Inquiries have come to the United States Department of Agriculture concerning the practice of butchers in trimming the familiar purple Federal inspection stamp from fresh meat at the time of sale. This is entirely unnecessary, department specialists explain, as the fluid used in marking meat is made according to a government formula from harmless ingredients—as harmless as fruit juices. Formerly labels were attached to the

meat that had been federally inspected and passed, but this proved expensive and otherwise unsatisfactory. The purple stamp provides a safe, clear, and permanent mark of inspection for the benefit of the meat buyer. Its presence signifies that the meat came from an animal that passed a thorough inspection by trained men.

Economy is half the battle of life; it is not so hard to earn money as to spend it well.

Looking at Both Sides

Safety should be promoted because it is good business for both employe and employer.

From the employe's viewpoint—

1. It tends to eliminate physical suffering.
2. It eliminates loss of wages.
3. It eliminates depriving you and your family of the good things of this life.
4. It tends to keep you from being "scrapped" because of physical incapacity, caused by accidental mishap.

From the employer's viewpoint—

1. It cuts down overhead cost.
2. It reduces insurance or accident costs.
3. It increases production.
4. It proves that the employes are mentally alert.
5. It gives the employer and his plant a good reputation in the community.
6. It strengthens the plant morale.—*The Safe Worker.*

Life is what we make it. Work safely and make it happy.

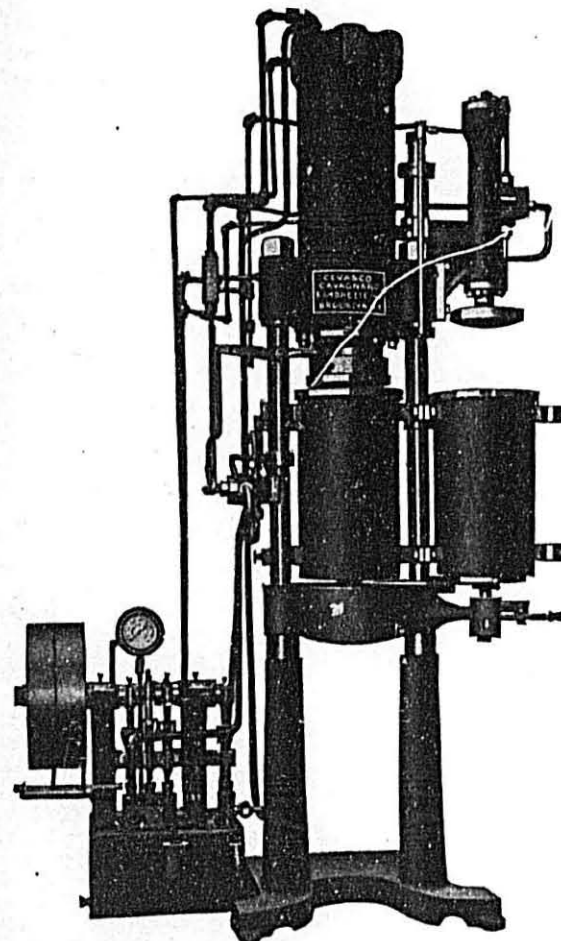
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13½ inches

between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement is concentric.

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

Census of Manufacture--1931

Macaroni, Spaghetti and Other Alimentary Pastes

The Bureau of the Census announces that, according to a preliminary tabulation of data collected in the Census of Manufacture taken in 1932, the value of macaroni, spaghetti, vermicelli, noodles, and ravioli made in the United States in 1931 by establishments engaged primarily in the manufacture of this class of products amounted to \$35,442,187 (at f. o. b. factory prices), a decrease of 23.4% as compared with \$46,243,164 reported for 1929, the last preceding census year. The total for 1931 is made up as follows: Macaroni, spaghetti, and vermicelli 458,377,772 lbs. valued at \$27,634,437; egg noodles and other egg products, 52,894,951 lbs., \$6,925,450; plain or water noodles, 12,279,218 lbs. \$782,373; ravioli 896,528 lbs., \$99,927. Statistics for 1931, with comparative figures for 1929, are given in the following tables. The figures for 1931 are preliminary and subject to revision.

TABLE No. 1
Summary for the Industry--1931 and 1929

| | 1931 | 1929 | Per Cent of Decrease |
|--|--------------|--------------|----------------------|
| Number of establishments..... | \$ 306 | \$ 353 | -13.3 |
| Wage earners (average for the year)*..... | 4,764 | 5,072 | -6.1 |
| Wages**..... | 4,473,494 | 5,384,353 | -16.9 |
| Cost of materials, containers for products, fuel, and purchased electric energy**..... | 20,293,901 | 27,336,126 | -25.8 |
| Products, total value***,†..... | 36,215,652 | 47,074,230 | -23.1 |
| Macaroni, spaghetti, and other alimentary pastes..... | \$35,442,187 | \$46,243,164 | -23.4 |
| Other products..... | 773,465 | 831,066 | -6.9 |
| Value added by manufacture..... | 15,921,751 | 19,738,104 | -19.3 |

*Not including salaried officers and employees. The average number of wage earners is based on the numbers reported for the several months of the year. This average probably exceeds somewhat the number that would have been required for the work performed if all had been continuously employed throughout the year, because of the fact that manufacturers report the number employed on or about the 15th day of each month, as shown by the pay rolls, usually taking no account of the possibility that some or all of the wage earners may have been on part time or for some other reason may not actually have worked the entire month. Thus it becomes necessary to give equal weight to full-time and part-time wage earners in calculating the average, and therefore the quotient obtained by dividing the amount of wages by the average number of wage earners cannot be accepted as representing the average wage received by full time wage earners. In making comparisons between the figures for 1931 and 1929 the possibility that the proportion of part time employment was larger in one year than in the other should be taken into account.

**Manufacturers' profits cannot be calculated from the census figures because no data are collected for certain expense items, such as salaries, interest on investment, rent, depreciation, taxes, insurance, and advertising.

†For 1931, production; for 1929, sales (shipments or deliveries) by manufacturers.

‡Value of products less cost of materials, containers for products, fuel, and purchased electric energy.

TABLE 2
Macaroni, Spaghetti and Other Alimentary Pastes--Production by Kind, Quantity and Value--1931 and 1929

(The figures for 1931 represent production; those for 1929 refer to sales, shipments or deliveries, by manufacturers.)

| | 1931 | 1929 |
|---|---------------|---------------|
| Macaroni, spaghetti, vermicelli, noodles, and ravioli, made in all industries, total value..... | | \$ 47,360,843 |
| Made in the "Macaroni, spaghetti, vermicelli, and noodles" industry, value..... | \$ 35,442,187 | 46,243,164 |
| Made as secondary products in other industries, value..... | | |
| Macaroni, spaghetti, and vermicelli: | | 1,117,679 |
| Pounds..... | 458,377,772 | 482,862,400 |
| Value..... | 27,634,437 | 37,424,762 |
| Egg noodles and other egg products: | | 55,019,212 |
| Pounds..... | 52,894,951 | 8,196,195 |
| Value..... | 6,925,450 | |
| Noodles, plain or water: | | 15,313,757 |
| Pounds..... | 12,279,218 | 1,250,926 |
| Value..... | 782,373 | |
| Ravioli: | | 2,425,230 |
| Pounds..... | 896,528 | 488,960 |
| Value..... | 99,927 | |

*Data not yet available: will be included in final report.

Shredded Wheat vs. Shredded Wheat Biscuit

"Shredded Wheat" is a product of the Shredded Wheat company of Niagara Falls, N. Y. "Shredded Wheat Biscuits" is a product of the Kellogg company of Battle Creek, Mich. Producers of the former product are of the opinion that the latter is infringing on their rights and have appealed to the courts of the country for an adjudication.

In 1928 the Shredded Wheat company was purchased by the National Biscuit company. The new owner soon threw its whole efficient organization in an effort to increase the sale of that breakfast food. The Kellogg company did likewise with its Kellogg's Whole Wheat Biscuit.

Several weeks ago the National Biscuit company filed suit against Kellogg company in Delaware, asking an injunction against the manufacture of "shredded wheat" by the latter firm. The National Biscuit company placed a value of \$5,000,000 on its "shredded wheat" trade mark and figured that it was damaged to the extent of \$250,000.

Last month the Kellogg company struck back. It filed a complaint in the Federal court of New York, charging that the National Biscuit company had violated the Sherman antitrust laws, charging unfair competition, coercion and monopoly. In its complaint it claimed "that patents on the shredded wheat process had long expired, that it was kept out of competition by efforts of the National Biscuit company to coerce and intimidate the trade by threats of suit, etc."

Kellogg asks \$3,000,000 damages. Food manufacturers are particularly interested in the outcome of the two suits.

Stay a little longer,
Sell a whole lot more!

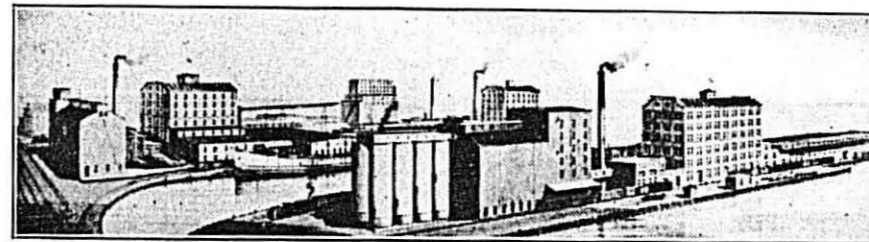
Shatterproof Grape

"Shatterproofing" grapes is one of the latest accomplishments of scientists of the United States Department of Agriculture and one which may save grape growers of the United States thousands of dollars annually.

Shippers lose large sums yearly from grapes which "shatter" or break from the stem, in transit. Dr. Charles Brooks of the department has discovered in laboratory experiments that subjecting the grapes to carbon dioxide gas before they are placed in the refrigerator car prevents much of this shattering. He has applied for a public service patent which will make the method free for anyone to use.

Carlot shipments of grapes in the United States have averaged more than 69,000 for the last 10 years and department officials believe that general use of the new method may save the grape growers large sums of money every year.

The fellow who loses his head never seems to miss it.



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

HOURGLASS SEMOLINA

Carefully Selected Durum Wheat
Milled with Precise Care
Quality Unsurpassed

Location Enables the Best of Service

DULUTH-SUPERIOR MILLING DIVISION

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

BRANCH OFFICES

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

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

Macaroni as Body and Health Builder in Great Favor

By DANIEL R. HODGDON, Ph.D., N.D., LL.D.

Macaroni is a food which is finding great favor as years go by. Its introduction into American homes as a part of the American diet is certainly to be considered and from a dietetical standpoint is very commendable. It is a food which is highly nutritious without the deleterious effects which frequently follow eating many other kinds of food.

Macaroni seems to have been invented by the Chinese and introduced into Europe by the Germans. Some people think that macaroni was invented by the Italians. It was the Italians, however, who appreciated the use of this food and its nourishing qualities in the early years of civilization. They probably learned to make macaroni from the Germans. The real history of the beginning of the use of macaroni is probably unknown, since it started in the dim years before historical reference.

It was introduced into France prior to King Louis XIII. The Japanese claim the credit of having been the first people to make macaroni and that they made it hundreds of years prior to its manufacture in any other part of the world. The Japanese macaroni, however, was made from rice.

Macaroni is nutritious from many standpoints. An ounce of macaroni contains about the same amount in grams as an ounce of potatoes and twice as much phosphorus. It has one and a half times as much calcium, about six times as much sulphur as potatoes, and many other elements which are necessary and important in the functioning, growth and development of the human system.

In a recent test among various children in various schools, it was found that among those of Italian parentage who consumed large quantities of macaroni there were fewer underweight and undernourished children in the grades than among the children who came from



Daniel R. Hodgdon

It contains nearly 8 times as much fat and 4 times as much carbohydrate. It is easy to digest and contains little or no substance injurious to the blood vessels, the liver or kidneys.

Being practically free from toxic by-products, which must be eliminated, it is a food which is favored among those who may be suffering from certain diseases. There seems to be no reason why macaroni should not be used by those suffering from lumbago, gout, arteriosclerosis, rheumatism and like disorders.

There is no apparent tendency to putrefaction in the intestinal tract. It tends to increase the alkalinity of the blood and for that reason is a very beneficial and useful food at all times of the year. Its value is quite apparent during the winter months when the alkalinity of the blood should be very high to ward off frequent colds, pneumonia, grippe and influenza. Although this would not prevent these diseases from developing, a food of this character helps to keep the blood in condition to fight the development of the disease germs.

The use of macaroni should be encouraged and its mixture with cheese and tomatoes should become a more frequent diet upon the table of the American household. It furnishes vitamins when mixed in this manner which are valuable to the growth and development of the human system. A good quality of macaroni has many virtues as a food for the promotion of health, growth and well being in any family.

(Published by permission of American Institute of Food Products.)

homes where this product was not the chief article of diet.

Macaroni of the highest quality is made from wheat, which is rich in proteins. It furnishes far more energy than potatoes. One ounce of macaroni gives to the human system 1.5 calories, while an ounce of potato will furnish 26.8 calories. Macaroni is 6 times richer in protein, ounce for ounce, than potatoes.

Government Competition

Is the macaroni manufacturing industry suffering competition from the activities of any agency of the federal government? The Chamber of Commerce of the United States is seeking information along this line from macaroni makers and from every line of business endeavor in order to present helpful data at a hearing to be held in Washington, D. C. this fall.

Last May Congress authorized a special investigation of the charge that government agencies were competing with private business enterprises with the purpose of determining opportunities for additional economies in the cost of government and to preserve all legitimate business opportunities for taxpaying citizens. A preliminary hearing was held last June in Washington and other hearings have been held in various cities in the midwest and the southwest. A final hearing will be held this fall at which every

line of business subjected to government competition will be given a chance to present its case.

Hence the question—do government agencies seriously compete with macaroni manufacturers in any way? Facts substantiating existing competitive practices should be filed with the Secretary of the National Macaroni Manufacturers association for compilation and presentation to the special bureau of the Chamber of Commerce that is handling this activity. Every charge should be substantiated by facts and incontrovertible evidence.

Any evidence placed in the hands of the Chamber of Commerce will go far toward making possible enactment of such remedial legislation as the special committee may propose for the alleviation of all direct government competition with private business.

Sleep, riches and health are only

truly enjoyed after they have been interrupted.

Two Points of Business Practice

Here is a letter which brings up 2 points of everyday business practice. It comes from Illinois.

1. A jobber prints on his invoices: "Interest charged on past due accounts." Can he enforce the collection of such interest on a dealer who has not any way committed himself to pay it?
2. A dealer who is entitled to a discount if he pays a certain bill by a stated date sends remittance a few days after such date. He sends check accompanied by statement showing date of the invoice, the amount deducted for discount and the balance due. The seller accepts the check and deposits it. Then he writes that he will not allow the discount because the remittance was late. Does not his acceptance of the check release the dealer from obligation to pay the amount deducted?

G. SOXS.

First the often disputed question of interest on overdue accounts. For years I have contended that the systematic charging of interest on overdue accounts

Distributors View Noodle Exhibits

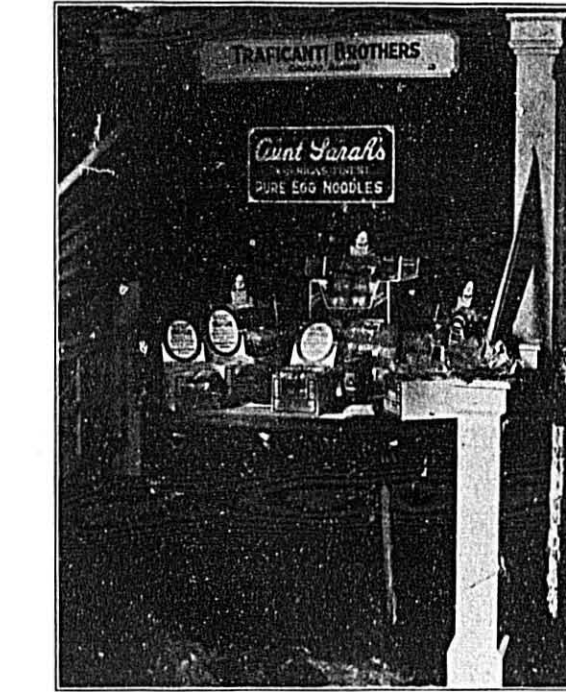
would be the greatest imaginable boon to business. Mainly because it would speed payments. Many a buyer takes advantage of an easy seller, and many a seller is easy because competition compels him to be. Therefore thousands of buyers buy merchandise on 30 days net and take 60, or on 60 and take 90. And unless the particular buyer is distinctly unprofitable, and the seller doesn't care whether he loses him or not, it is very seldom that interest is charged. If it was charged it would bring up to date the buyer who could pay in time, but will always take some extra time if it costs him nothing, and if it didn't bring a buyer up to date, it would at least make him pay for the use of the seller's money.

Suppose a seller of merchandise became convinced that he ought to charge interest, how would he go about it? Could he go about it merely by adding an interest charge to his buyer's bill? He could not—because there is a course of dealing in his way—he has led his buyer to believe that no interest would be charged on overdue accounts. It would therefore be necessary to notify his buyer that on all merchandise sold on and after a certain date interest would be charged on overdue accounts. That notice could be given in any adequate way—by rubber stamp on the face of an invoice for example. With that notice given, the seller can legally collect interest, whether the buyer agrees or not. This answers the above inquirer's first question.

The second question may also involve a course of dealing. Many sellers, for the same reason which moves them to refrain from taking interest on overdue accounts, allow buyers to deduct cash discounts after the discount period has passed. No buyer has a legal right to do this and the seller can always make him pay it back if he wants to go after him. A seller who has repeatedly accepted checks for less the amount due—because of the unlawful deducting of a cash discount—cannot, however, suddenly demand the discount and after he has cashed the check from which it had been deducted, hold the buyer responsible. Before he can do that he must get his course of dealing out of the way again. In other words he must notify his buyer that on and after a certain date cash discounts will not be allowed after the discount period. Once he has given that notice, he can collect the discount every time, but if he takes my advice he will do it by sending back any check that comes in short and refusing to accept it until it is right. Naturally the buyer's financial standing is a factor here and no rule can therefore be laid down.

If the seller in question No. 2 has never, by course of dealing led the buyer to believe he could take an unearned cash discount he can get the discount referred to in the question. If he has allowed him the discount under the same circumstances before, he cannot change the status until he has first given the buyer notice.

Success does not consist in never making blunders, but in never making the same one a second time.



Five striking exhibits at the convention last month in Chicago of the National Food Distributors association were the egg noodle displays presented in excellent and attractive form by 5 of the leading manufacturers of the central part of the country. An example of these elaborate and efficient exhibits is reproduced herewith from a photograph of the showing prepared by Trafficanti Brothers of Chicago which gives a first class idea of the wonderful publicity given these products at this convention exhibition of foods by the industry.

In addition to Trafficanti Brothers, the following firms exhibited their products in cellophane, in window cartons, in transparent bags and in almost every conceivable mode of packaging: Pfaffman Egg Noodle Co., Cleveland, O.; Fortune-Zerega Company, Chicago; The Foulds Milling Co., Libertyville, Ill., and the I. J. Grass Noodle Company, Chicago.

Business Not as Bad as Appears

A naturalist divided an aquarium with a clear glass partition. He put a lusty bass in one section and minnows in the other. The bass struck every time a minnow approached the glass. After 3 days he ceased.

The naturalist then removed the glass partition. The minnows swam all around the bass but he did not strike at a single one. He had been thoroughly sold on the idea that business was bad.

Moral: Take another shot at the glass partition. You may find it isn't there.

Watch This Fellow

Every business today has an unwell-silent partner, a subtle, vicious, cut-throat partner—waste. In a silent way, but sometimes on a grand scale, he cuts

into profits, salaries and wages which should be theirs.

This partner is tireless; he works every minute. He works harder and more effectively when we fail to put forth our best efforts to watch him, constantly. He increases the cost of production in countless ways, through our own careless use of time and materials.

By increasing costs, waste increases the price which must be received for the finished product, thus leaving us in a less advantageous position to meet vigorous competition.

Now is the time to stop waste in all its forms. There is no business today that can afford it. The elimination of waste is for the benefit of all, producer and consumer alike.—Ad-Viser.

A good man is kinder to his enemies than bad men are to their friends.

He who has no wish to be happier is the happiest of men.

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

A Growing Industry in America

This information compiled by George H. Cook of Cook's System, prominent merchandise distributor with offices in Springfield, Mass., Rochester and Buffalo, N. Y., is taken from the U. S. Dept. of Commerce Bulletin No. 788

During the past five years the macaroni industry has become one of the important industries engaged in the manufacture of food products, and production in the United States is now probably exceeded only by that of Italy.

Macaroni, spaghetti, vermicelli, plain or water noodles, egg noodles, and recently ravioli, and similar alimentary pastes are the major products of this industry, and are, quite roughly, the shaped and dried doughs prepared from semolina, a coarse granulation of durum wheat (the lower grades from farina, a coarse granulation of hard spring wheat, from wheat flour, or from a mixture of any 2 or all 3 of these), with or without salt and with one or more of the following: Water, egg, egg yolk, milk or a milk product; and should not contain more than 13% of moisture, as determined by a vacuum method. When made from the better grades of semolina the finished product is elastic and hard, possesses a soft yellow color, and is rough in texture, breaking with a smooth glassy fracture. It can be kept almost indefinitely without deterioration.

Hard glutinous wheats known as durums are extensively produced in the United States, in North and South Dakota, Minnesota and Montana. They

are particularly adapted to the semi-arid northern Great Plains region and the subhumid prairies, because of their drought and rust resistance characteristics and, according to J. Allen Clark's "Durum Wheat in the United States," will outyield in these localities the leading varieties of common spring wheat by at least 2 bus. per acre. Their chemical composition differs from that of spring wheat or of hard winter wheat in having a larger percentage of gluten and a less amount of starch with less bran content, and is the hardest wheat known, the kernel being flinty and translucent.

When first introduced the price for durum wheat was below that for other wheats, since the development of semolina mills did not keep pace with this rapidly rising production. Around 1912 this price spread disappeared and in recent times the best grades of durum have been selling at a premium over hard winter wheat.

Semolina is a coarse granulation of durum wheat and in its manufacture every effort is made to produce as little durum flour as possible in the process. It should be of medium-size particles and as free from flour and bran as possible, especially from the latter, since macaroni will break at the bran spots or particles. Farina is similarly the coarse granula-

tion of hard spring wheat, and quite frequently macaroni is made from a blended mixture of not only semolina and farina, but also of flour. Too large a proportion of flour results in a poorer grade of the finished product, since the increasing of the starchy content causes it to break upon boiling and stick together in a pasty mass. It is therefore the comparatively high gluten content with small starch constituency that makes semolina produced from durum wheat so especially adaptable for the manufacture of the best grades of macaroni products. One bushel of durum wheat produces between 32 and 33 lbs. of semolina.

The processes involved in the manufacture of macaroni and macaroni products are comparatively simple. In brief, the operations consist of mixing the semolina thoroughly with water and making it into a stiff dough by means of a kneading machine. The dough is then pressed through dies, which give the desired form of paste.

The present per capita rate of consumption is approximately 4.03 lbs., and when this is compared with that of Italy of about 50 lbs., it seems abnormally low and far short of the figure it should be, considering the nourishing, appetizing and healthful nature of the foods, and the moderate price.

Banks Out of Trouble

Official information at Washington shows that there are few bank failures and that those institutions that were solvent and were compelled to close their doors early in the year are reopening for the purpose of continuing their business, or liquidating their affairs. Thousands of banks have been saved by the Reconstruction Finance Corp. The corporation merely lends to banks and takes over some of their collateral securities, thus relieving the banks from shortages of ready money, due to the depression. The government gives nothing to the banks, as many people seem to suppose.

Consumer Charge Accounts

Consumers throughout the nation paid their charge accounts at retail stores in 7 lines of trade 3 days later in the last half of 1931 than they did during the same period of 1930, it is revealed in the Commerce Department's retail credit survey for July-December 1931. This report published in the early part of 1932 reveals that the retailers' dollars were tied up on the average in their open accounts receivable for 78 days in the

1931 period. Further details are given in the table below:

| Store | July-December 1930 | July-December 1931 |
|----------------------|--------------------|--------------------|
| Shoe | 63 | 65 |
| Electrical Appliance | 73 | 75 |
| Women's Specialty | 74 | 76 |
| Department | 75 | 78 |
| Furniture | 79 | 86 |
| Men's Clothing | 83 | 90 |
| Jewelry | 90 | 99 |

Bragging time is over and fighting time has come.

Out of History's Pages

Macaroni in Verse

(What an unsung poet thought of macaroni products is given in rhyme in the following article taken from the old records. With better cheese and better macaroni, both at more reasonable prices, Macaroni and Cheese should be an even better dish for the moderns.—Editor.)

Few campaigns have aroused as much interest inside the organization as that recently put on by our semolina department to stimulate consumption of macaroni and spaghetti among members of the Gold Medal family. It even inspired G. O. Kaitling, oiler in the "A" Mill at Buffalo, to verse. After reading the fol-

lowing, all those in favor of appointing him poet laureate of the semolina department, please say "Aye."

I was reading today as I sat by the fire
Smoking my pipe, and taking my ease,
A letter which stated most foodstuffs were
higher
And much less sustaining than Macaroni and
Cheese.

In Austria where war had depleted the country,
Where money was scarce and foodstuffs were
high,
Something had to be done to reduce cost of
living,
So to find a strong protein one doctor did try.

Around him he gathered a party of experts,
And made many tests; they were busy as bees,
And when they had submitted reports long
and learned,
They all endorsed plain Macaroni and Cheese.

Nutrition experts, in their earnest endeavor
To cut the high cost of living in twain,
And yet have the needed proportion of pro-
tein,
Recommended good old Macaroni again.

So why should we pay such high prices for
bacon,
Or mutton or beef or such foodstuffs as these,
When we can obtain just as good for less
money?
Let us start now to use Macaroni and Cheese.
—Eventually News.

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PROFITING BY THE DEPRESSION

Through this period of business depression many Macaroni Manufacturers have discovered the importance and efficiency of good Dies.

That is why we are enriching our list of satisfied customers.

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, N. Y.

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

QUALITY FARINA

Available in Round Lots

Milled by
The Southwest's Leading
Farina Manufacturers

The Moundridge Milling Co.

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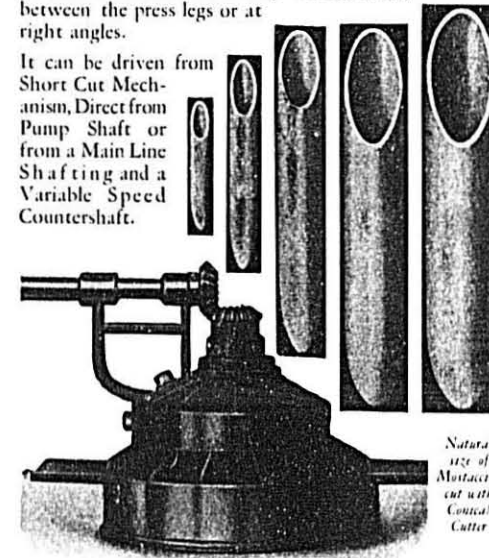
Our Farina improves the flavor of your product

WHY BE WITHOUT A CONICAL SHAPED MOSTACCIOLI CUTTER?

Handles any size or shape through a regular die.

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Natural size of Mostaccioli cut with Conical Cutter

CONICAL SHAPED CUTTER NO. 3154

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

Notes of the Industry

Bottling of Spaghetti Sauce

A small plant for bottling spaghetti sauce and canning of prepared spaghetti has been established at 65 Mulberry st., Lynn, Mass. A space of approximately 2000 square feet has been leased from the proprietors of the building by the San Remo Food Products company which is now marketing its product throughout the New England territory.

Patchoque Macaroni

One of the small enterprises of which the newspaper Patchoque (N. Y.) Advance is most proud is the macaroni factory at 163 W. Main st. and operated by the Patchoque Macaroni company. The plant was recently opened and its owners have extended a general invitation to all the people in that vicinity to visit the factory to get an eye view of the process of manufacturing. As a result many visitors are shown through the plant daily and become real spaghetti addicts.

Plant Fumigant Causes Death

One man was killed and another made seriously ill by poison gas used in fumigating the macaroni factory operated at Lincoln, Neb., by the Gooch Food Milling company. Engaged in fumigation of the place, Jacob Egger, superintendent of the macaroni factory, was trapped on the second floor of the building and died soon after rescuers had succeeded in carrying him into the open. An elevator superintendent was rushed to the hospital in a critical condition.

The fumigating process had been in progress many hours and those in charge had gas masks which they evidently failed to use because when found by fellow laborers the next morning, the masks were found resting on their chests. It was the belief of officials that the men had opened several windows and then removed their masks believing the air sufficiently cleared for safety.

Macaroni on Centennial Program

At the outing and celebration that was sponsored by the Italian-Americans of the Wyoming Valley, Penn. on Sept. 4 and 5, tons of spaghetti were distributed as a free will offering on the part of G. Guerrisi, president of the Keystone Macaroni Mfg. company of Lebanon, an honorary committeeman. The event was in honor of the Bicentennial of the birth of George Washington, America's first President. Patriotic addresses were delivered by prominent Italian-Americans and a concert contest between leading bands was featured. Several thousand attended and enjoyed the variety of

events staged at Fernbrook park, Wilkes Barre, Pa.

Newburgh Company Incorporates

The Newburgh Macaroni Mfg. Co. which has for many years operated a plant at Newburgh, N. Y. was recently incorporated under the laws of that state. The capital structure of the firm under its new organization consists of 200 shares of common no par value stock. The stockholders are: Antonie Besco, Angelino Besco and John Besco of 54 Ann st., Newburgh.

Macaroni Shop Leased

A small macaroni manufacturing plant is to be established at 207 Spruce st., Hartford, Conn., by Paulino Fazzino who recently leased the property for a period of years. It is proposed to manufacture many of the popular styles of macaroni in the rear of the building and to sell the entire production to the local trade through a store to be established in the front of the building.

President on Tour

President Alfonso Gioia of the National Macaroni Manufacturers association was on a short tour the first part of September consulting members of the organization in the central and northwest states. While in Minneapolis he conferred with millers and manufacturers on association policies and activities. He reports manufacturers and millers as very much association minded, which speaks well for the future of the national organization.

Visits Colorado

Joseph Freschi, director of the National association spent part of August in the Rocky mountains of Colorado recuperating from a major operation he underwent early in the summer. He was accompanied by Mrs. Freschi and both enjoyed being away from the torrid weather of St. Louis.

Macaroni Man Heads Freihofer Co.

D. W. Dietrich for many years an officer of the A. C. Krumm Macaroni company has been elected president of the Freihofer Baking company of Philadelphia. He succeeds William Freihofer who passed away last June. Mr. Dietrich has for years served as treasurer of the baking company that has a controlling interest in the macaroni firm and is thoroughly acquainted with every angle

of the baking and macaroni making business. One of his first big duties will be supervision of the construction of the firm's new bakery at Allentown, Pa., for which contract has just been let. The cost is expected to reach \$1,000,000, the plant to be ready in November.

Plan New Campaign

Several interests in the welfare of the macaroni manufacturing industry have been conferring for some time on plans for an educational campaign that will bring about badly needed increased consumption of macaroni products. The plans are still in the making and details are not to be released until the various elements in the trade are consolidated behind the activity.

Rob Macaroni Plant

Thieves entered the plant of the International Macaroni Mfg. Co. at 1335 Cranston st., Providence, R. I. last month and robbed the till in the office of the change left in it over night. They were evidently not hungry because the macaroni stock and the imported goods were left untouched. The thieves gained entrance through a window that led directly into the rear of the plant. The loss was very small according to the proprietor.

Chichi Firm Incorporates

The Piero Chichi Macaroni Co. that has long operated in Passaic, N. J. was incorporated last month under the laws of that state. The capital structure of the reorganized firm consists of 100 shares of common stock closely held by the proprietors. The reorganization will make very little change in the business policy of the firm except for necessary plant improvements.

Cheaper Than Cheap

A Chicago manufacturer sends to the headquarters of the National Macaroni Manufacturers association several packages of what appears to be good spaghetti in attractive containers, which were purchased in one of the large department stores at 2 packages for a nickel. Seven ounces of the product are packed in what may be termed a fairly good package—the kind that usually sells at a dime. Can you beat that!

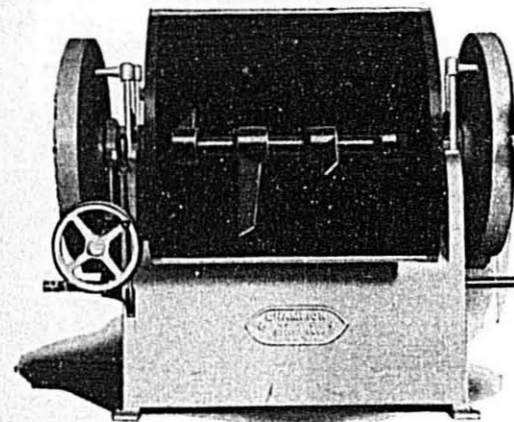
Look up and not down, look forward and not back, look out and not in, and lend a hand.

September 15, 1932

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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 44 years

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ILLINOIS



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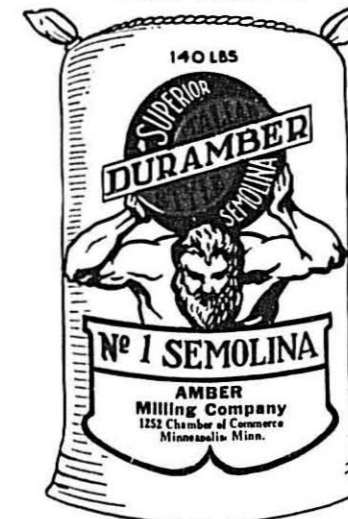


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Announce to the Trade
Our Moving
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Better Serve You

THE STAR MACARONI DIES MFG. CO.
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Volete Una Pasta Perfetta E Squisita

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

Wanted--Spaghetti Eating Tips

Macaroni eating by Americans will never be on a par with European consumption until the former are taught the art of eating the products, especially spaghetti. That is the opinion voiced by one of the Indiana friends of the macaroni industry who acknowledged, with thanks, the receipt of the popular recipe booklet being freely distributed by the National association. Surprise was expressed in not finding therein, nor in any of the literature put out by the macaroni manufacturing and distributing firms, hints on the proper eating when prepared. The contribution is reproduced herewith, in part, both for its excellent suggestion and literary value:

"We have been frequently and sufficiently advised of why we should eat more macaroni products, but never a word have we heard or read on 'how' to eat it properly after it has been prepared. Do not try to tell me that it isn't smart! Too often have I essayed to perform this particular feat for you or anyone else to convince me that one of ordinary training can accomplish it! I refer to the gentle art of spaghetti eating.

"Oh! How enticing a great bowl of this ambrosia is! How delicious is the savory vapor ascending heavenward from the slender tendrils of spaghetti cooked until juicy and having here and there scattered through them large golden chunks of cheese, or ample sprinklings of this tasty ingredient! What would I not give to be able to eat this concoction properly and with the Italian 'gusto'!

"Many times I have tried to learn the mysteries of spaghetti eating but always with the same results. Just as my teeth were about to close upon the elusive morsel, just as the smell almost made me think that I was tasting it, and I had closed my eyes in anticipation of exquisite pleasure, the slick swinging morsel would move,—fall from my fork. I have tried this operation also with a spoon, even with a knife; yes, I must even confess that I have even gone so far as to use my fingers. But still the art is beyond me and in spite of all of my efforts,—the taste of properly eaten

macaroni or spaghetti is unknown to me.

"We all appreciate the excellence of the Italians in music. We readily acknowledge their supremacy in painting. Still all over Europe are to be found traces, many traces, of the grandeur that was Rome—the Italians of old. But not only in these things do they reign supreme. In the more humble but yet fine art of spaghetti eating they are past masters. Far be it from me to envy a fellow mortal any particular joy or pleasure he may possess; such are few enough in this hard life,—but oh how it tries my spirit to see a healthy, cheerful little offspring from sunny Italy poise on a spoon, without any seeming effort,—a large steaming mouthful of delicious spaghetti,—spaghetti cooked with cheese,—and then carry it to his waiting jaws without losing a particle! How much would I give to be able to do this same thing! But cruel fate says 'NO.' I am doomed, like thousands of others to go to that 'realm from whence no traveler returns' with the joys of spaghetti un-

known to me, and the gentle art of eating it,—unmastered.

"Whence will come information that will help me solve my perplexing problem? I can get the very best qualities of this delicious food and have endless information about how it should be prepared, but alas, I cannot attain the supreme joy of eating it properly and the lack of the art of proper eating spoils it all. I have twisted it, curled it around a fork, speared it gently and with a vengeance, cut it, chopped it, mused it and otherwise mutilated it, until it neither had the taste nor the appearance of the delicious concoction that I have seen Italian urchins and grownups eat so properly and with the utmost satisfaction.

"Would that some experienced teacher of the proper art of spaghetti eating would waft the desired knowledge to me that ere death approaches, I may once in my life, really and fully enjoy this 'dish for the gods,'—eaten the recognized way."

American Scales in Italy



Macaroni products in many of the leading plants in Italy are weighed on American made scales for packaging in cartons, boxes and barrels. The Toledo Scale is very popular in that industry in Italy.

The cut shows the packaging department of the Cantaluppi Macaroni factory, one of the leading manufacturers of alimentary pastes in Italy. Besides showing an array of scales, it emphasizes the neatness and the cleanliness of this food producing plant.

Read Our Advertisements

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

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

Survey of Wheat Situation

International shipments declined from a peak early in May to very low levels in July, concludes the Ford Research Institute of Stanford University. Export pressure was unusually light, and importing Europe anticipating big new crops and extreme restraints upon the milling of imported wheats drew upon floating stocks and home reserves. World wheat prices fell sharply in early June when general pessimism was reinforced by favorable crop news from western Europe and the North American spring-wheat belt. After mid-July, with a turn in business sentiment and some injury to crop prospects, wheat prices recovered part of the loss but remained distinctly low.

World visibles declined more than usual in April-July to a level below that of Aug. 1, 1931. But with big visible supplies in Canada and heavy stocks on farms and in city mills in the United States the total carryover in North America exceeded the record one of last year; and world wheat stocks ex-Russia were probably below last year's by only 50 to 100 million bushels. Preliminary indications point to a world crop ex-Russia about equal to that of 1931, and wheat disappearance in 1932-33 may not equal last year's.

The coming crop year, therefore, now promises to be another of burdensome wheat surplus and very easy international position. A year of limited international trade is in prospect. Though Continental Europe's carryover is very low other factors all make for light import demand from Europe. Conditions now appear unfavorable to substantial, sustained advances in world wheat prices. The principal factors that will affect world price movements in the next few months will be the degree of pressure of Canadian exports, crop progress in the Southern Hemisphere, the volume of Russian exports and the course of business and business sentiment.

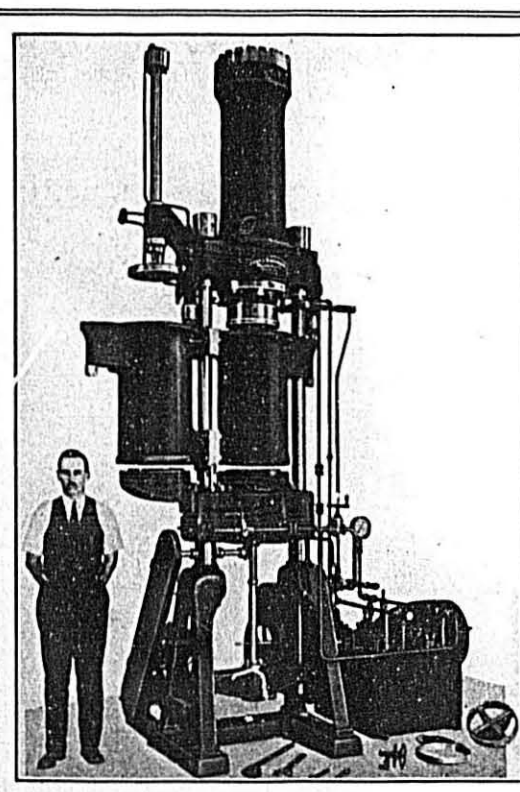
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The MACARONI JOURNAL

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

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

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Vol. XIV September 15, 1932 No. 5

Trade Acceptances Get Attention

A nation wide campaign for extension of bank credit through the use of trade acceptances, undertaken by a committee of prominent bankers and industrialists, is engaging the attention of industrial concerns and merchants throughout the country. The campaign, which is just getting under way, will include appointment of a special committee in each federal reserve district to cooperate fully with industrial concerns desiring to inaugurate the trade acceptance method in settlement of outgoing shipments, and with the banks which are seeking light on the most approved method of discounting the trade bills presented to them by their customers.

It is believed by bankers and industrialists that thousands of business concerns whose banks now hesitate to extend credit on single name paper, will, through the instrumentality of the trade acceptance, find access to an important supplementary credit reservoir.

The finance and investment division of the Bureau of Foreign and Domestic Commerce can furnish to business men who may be interested a list of some sources of information on trade acceptances, and references to discussions of this subject which have appeared in official and trade publications in the recent years.

Sees Business Pickup

The macaroni manufacturing business appears to be on the upgrade in the east and particularly in the New York Metropolitan district. At least

that was the impression gained by Frank A. Motta, secretary of the Champion Machinery company of Joliet when he called on manufacturers in that district early this month. He says:

"I called on several macaroni manufacturers when in New York and while they complained about the low prices that prevailed in that market, they seemed to be very busy. In the three or four factories I visited they were all working full time, and that is a good indication of conditions.

"Also found conditions in general to be better than in the past. While there are not many outright big orders being placed, nevertheless it seems that confidence has been restored. I also met a number of buyers from all parts of the country who go to New York to do their buying. They all seemed to be in very good spirits and were buying considerable of raw materials and finished products. It seems that the worst is over and that from now on things will be on the mend everywhere."

Press reports seem to substantiate this view, many plants having recently extended their operation, particularly in the eastern part of the country from whence the pickup should come as it was there that the depression was first felt. Macaroni stocks are low everywhere on grocers' shelves and any increased consumer demand would be immediately reflected by greater activity in the plants supplying that trade.

Mr. Motta had gone to New York to arrange for the appointment of a representative for Greater New York with the result that the Champion Machinery company's new representative is Jaburg Bros. Inc. Hudson and Leonard sts., New York city.

They are exclusive distributors in that section and will carry a full line of standard machines of the company, repair parts, etc. in stock and will be in a position to give immediate service on any baking or noodle equipment made by the company, said Mr. Motta. This firm is one of the largest jobbing houses in New York city, with 70 salesmen in addition to a large force of expert mechanics. It has been in business there 47 years.

Trained engineers with the company will be ready and willing to make fair estimates on cost of new installations, remodeling and repairing old machines, etc.

Turning the Tide

On a momentous occasion a former President of the United States declared that the "way to resume is to resume," and one industrial leader has put that formula into actual practice.

In an open letter to Roy D. Chapin, the live wire who has entered President Hoover's cabinet as Secretary of Commerce, James H. Rand, Jr., president of the Remington Rand company, which makes Remington typewriters, account-

ing machines and everything else for office appliances, says:

"In answer to the appeal you have made to American business and business men for courage, foresight and faith in this country and its future, I am happy to inform you of a decision which may help to 'turn the tide in the right direction.'

"Our company has, today, issued instructions to its purchasing department to buy immediately four million five hundred thousand dollars worth of raw material and supplies for use the balance of this year. And, in addition, wherever possible at present prices contracts are to be placed covering all our requirements for the entire year of 1933, such contracts to be based upon an anticipated business increase of 25% over our 1932 requirements.

"In taking this step we are motivated by the desire to sell our products by helping to increase general business activity; also by the desire to take advantage of current prices of raw materials, many of which are the lowest in our 55 years of business history."

My boy, don't kick. Even a mule has to stop when he kicks.

Bringing Business Home

Wonder how many macaroni manufacturers are so terribly concerned about their business that they inflict upon their good wives the worries and troubles of their business day? The following sounds rather "goofy" but it has so affected some business men and there is danger.

Wife—Did you have a hard day at the office, dear?

Hubby—In reply to your query of even date as to my day at the office, regret to say that business matters were pressing, and I am very tired.
Wife—You poor dear! Well, come on now, dinner is ready.

Hubby—In re. your statement concerning immediate preparations to serve dinner, beg to advise that it will be 5 minutes before I can act on this, owing to the fact that I have just lighted a cigar. Regretting my inability to comply promptly with your request, and trusting that the delay will not seriously inconvenience you,—

Wife—Lay down that cigar and come to dinner at once! It's getting cold.
Hubby—Your complaint regarding delay in attending to your recent request has been called to my attention, to my personal attention, and I beg to assure you same will receive immediate handling. Feeling sure you will be pleased and—

Wife—Thank heavens! Won't you have some potatoes, dear?

Hubby—Answering your welcomed query,—
Whang! Bang! Incident closed!

When hurry interferes with safe driving cut out the hurry.

Seizes Adulterated Whole Eggs

Contrary to the opinion in some quarters that the government authorities have become lax in the enforcement of the Federal food laws because of the economy program of the government, that department is very active as evidenced by reports made by Arthur M. Hyde, secretary of agriculture on cases of seizures made last fall but just recently decided and announced. Here are 2 examples, one of particular interest to users of frozen eggs and the other to macaroni manufacturers who handle imported products as a sideline:

18897. Adulteration of canned frozen whole eggs. U. S. v. 1000 Cans of Frozen Whole Eggs. Consent decree of condemnation and forfeiture. Product released under bond. (F. & D. No. 26967. I. S. No. 36985. S. No. 5183.)

Samples of canned frozen whole eggs from the shipment herein described having been found to be decomposed, the Secretary of Agriculture reported the matter to the United States attorney for the Western District of Texas.

On Sept. 12, 1931, the United States attorney filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 1000 cans of frozen whole eggs at San Antonio, Tex., alleging that the article had been shipped by the U. S. Cold Storage Co., acting for the Tranin Egg Products Co., from Kansas City, Mo., on or about Aug. 17, 1931, and had been transported from the State of Missouri into the State of Texas, and charging adulteration in violation of the food and drugs act. The article was labeled in part: "Tranin Egg Products Co. Skins Removed from Yolks Pure Frozen Eggs Whole Eggs."

It was alleged in the libel that the article

was adulterated in that it consisted in part of a decomposed animal substance.

On Oct. 2, 1931, the Tranin Egg Products Co., Kansas City, Mo., having appeared as claimant for the property and having consented to the entry of a decree, judgment of condemnation was entered and it was ordered by the court that the product be released to the said claimant upon the execution of a bond in the sum of \$5000, conditioned in part that it should not be sold or offered for sale in violation of any existing laws, and it was further ordered that claimant pay all costs.

ARTHUR M. HYDE,
Secretary of Agriculture.

18895. Adulteration of Antipasto. U. S. v. 193 Cases of Antipasto. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 26780. I. S. Nos. 33889, 33890. S. No. 4896.)

Samples of a food product, known as Antipasto, from the lot herein described having been found to be decomposed, the Secretary of Agriculture reported the matter to the United States attorney for the Southern District of New York.

On July 7, 1931, the United States attorney filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 193 cases of Antipasto at New York, N. Y., alleging that the article had been imported from Italy, a portion having been entered Dec. 9, 1930, and the remainder Jan. 20, 1931, and charging adulteration in violation of the food and drugs act. The article was labeled in part: "(Can) 'L'Excelsior Degli Antipasti Il Sole Italic Fili Garosci di Giovanni Preserved Fish and Pickles Antipasto Torino Italy * * * Confezionate in conformita alle norme vigenti. Tonno-Funghi-Olive-Cipolline-Cetrioli-in Salsa."

It was alleged in the libel that the article was adulterated in that it consisted in whole or in part of a filthy, decomposed or putrid animal or vegetable substance.

On Nov. 17, 1931, no claimant having ap-

peared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE,
Secretary of Agriculture.

Food Notes

Bread Consumption Decreased

In Germany, bread consumption has declined approximately 10% according to U. S. government reports. The decline affects both the rye and wheat breads.

October Is Doughnut Month

For the fourth consecutive year October will be advertised as "Doughnut Month" by the bakers of the country according to announcement last week. Campaign stickers will be utilized bearing the legend "Energy With A Smile."

Bakers to Convene

The 35th annual convention of the American Bakers association will be held Oct. 2-6 at the Sherman hotel in Chicago. The program includes reports of the Association officers and committees, addresses by business men of national prominence and an exhibit of bakery machines and accessories.

THE CAPITAL TRIO



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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS
CAPITAL FLOUR MILLS

Offices
Corn Exchange Building
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Mills
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OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

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

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The President and Secretary's Message



Reports on business conditions in various parts of the country are becoming more and more cheerful to business men in all lines and many who have been in despair are now viewing the future with more hope. Commodities, stocks, bonds and in practically every line of business the downward trend appears to have been definitely stopped and the slow but laborious upward climb has started and is being consistently maintained.

Reports from manufacturers and from salesmen who call on the macaroni trade are becoming daily more encouraging. They are to the effect that plants are operating more steadily; that while the orders are not as large as they used to be in the boom years, the demand for fall deliveries is nearing normal in many parts of the country. This seems to indicate that wholesalers are stocking larger quantities of macaroni products and that grocers' shelves are displaying this food more prominently.

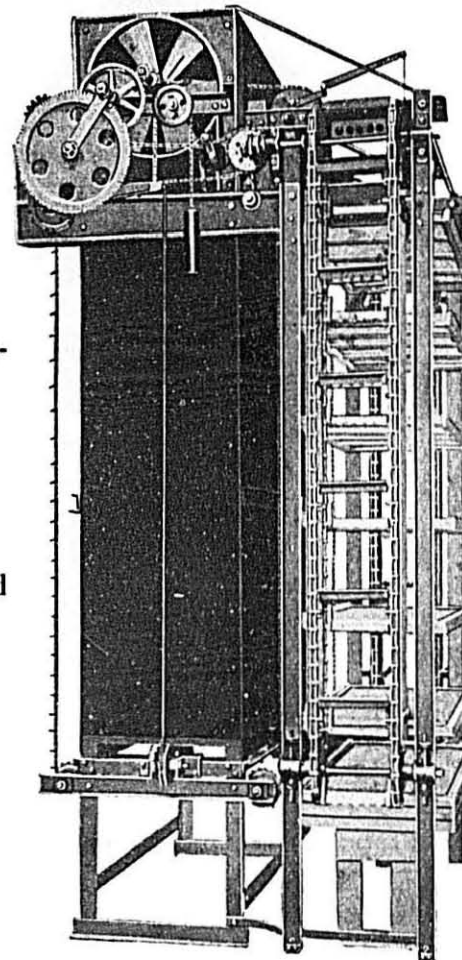
The American macaroni manufacturing industry would be busier and happier were it not for two deterring features—the unreasonably low price quotations that are robbing the trade of much needed profits and the harmful low grade of cheap macaroni—that is seriously hampering consumption increase. Even along these two lines there seems to be some improvement. Whether or not that is the result of the determined campaign sponsored by the National Association matters little. That there has been some improvement is very satisfying. Credit will be given in time to those deserving it. None will deny, however, that the drive of the National Association for better prices and higher quality macaroni was both timely and helpful.

Every macaroni manufacturer is urged to follow the upward movement in business carefully and to do all within his power to help it along. A general improvement in the quality of the product as a whole, and a necessary stiffening in prices which insures consumers a high grade food at reasonable cost, will be in line with the National Association's program, unselfishly aimed at general trade betterment.

If, on recognizing the value of united effort in trade improvement, nonmembers see fit to offer their support to the National Association, their help will be welcomed and the increased membership will give the organization not only a better standing but added force.

Cooperate then, Mr. Macaroni and Noodle Manufacturer, with the trade association that is unselfishly trying to help you.

INTRODUCING THE CLERMONT AUTOMATIC PRELIMINARY NOODLE DRYER



30% Moisture Uniformly
Removed

Improves the Finished
Product

Shortens the Drying
Process

Labor Saving
Device

Write for full particulars to

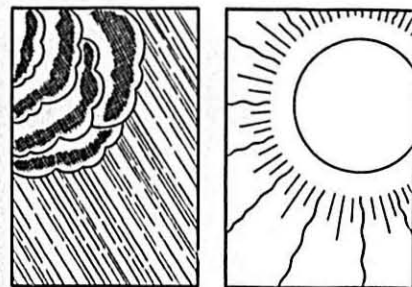
Clermont Machine Company, Inc.

268 Wallabout Street

Brooklyn - New York

WATCH US GROW

WATCH THE INDUSTRY GROW



You know how disturbing the effect of changing weather conditions can be on your plant operations. It is important that you use durum products which are milled to meet and overcome such obstacles to low-cost production.

We can manufacture rainy weather..or a drought!

PILLSBURY maintains a complete macaroni plant in its laboratories in Minneapolis, for the purpose of testing Pillsbury's durum products under actual working conditions. One obstacle which every macaroni manufacturer must meet is changes in weather. In order to make sure that Pillsbury's Semolinas and Durum Flours will work properly under the most trying conditions, Pillsbury uses the apparatus pictured above. It can actually manufacture a rainstorm or a drought. In this way, Pillsbury's Best Semolina and Durum Fancy Patent are subjected to the severest weather tests before they are released for shipment.

This care in testing is typical of the methods followed throughout the entire process of milling, from the selection of the wheat in the fields even before it's ripe, to the final manufacture of macaroni and spaghetti in our own complete test plant. When you get Pillsbury's Best Semolina or Durum Fancy Patent you get a *proved* product, one that helps you make a better piece of goods at a lower price.

PILLSBURY'S *Semolina*