

**THE
MACARONI
JOURNAL**

**Volume XIV
Number 7**

**November 15,
1932**

The
Macaroni Journal



Minneapolis, Minn.

November 15, 1932

Vol. XIV No. 7

BUSINESS COOPERATION

NO MAN can long stand alone.

COOPERATION is the keynote of successful business and of winning play. It is the paved highway to wealth and happiness.

We are made for COOPERATION.

HUMANITY is built to the rule of two-----
two feet, two hands, two ears, two eyelids and
two rows of teeth.

TRADE--the interchange of commodities--is made
to the same rule.

To learn the art of cooperation is to win the game,
succeed in business and to find happy friendships.

--*Art of Living*

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

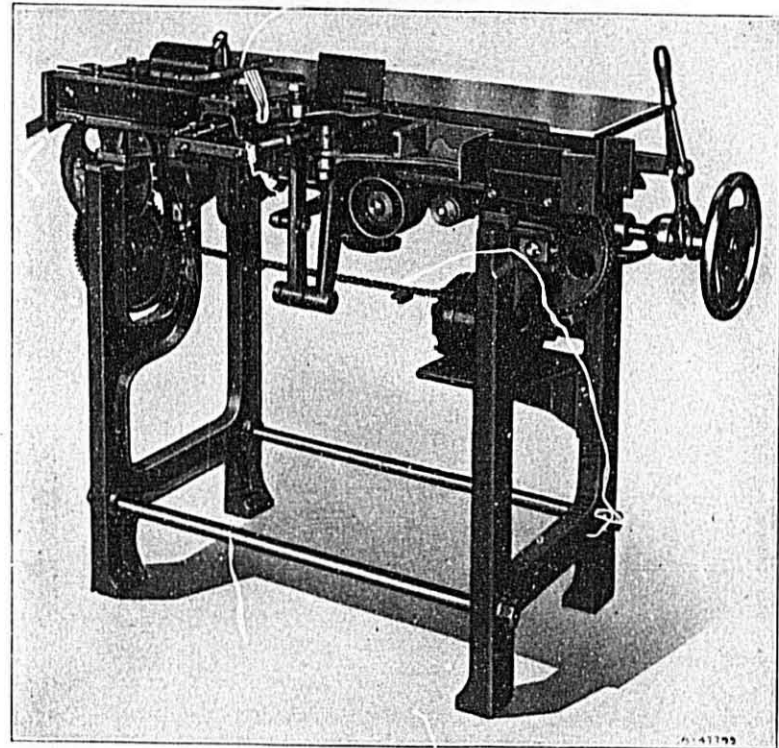
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The new Peters Junior Series Carton Folding & Closing Machine will effect real economy in your packaging department. This machine, when used in conjunction with the Peters Junior Forming & Lining Machine, makes a complete unit that handles various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

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Peters Machinery Co.

GENERAL OFFICE AND FACTORY

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



November 15, 1932

THE MACARONI JOURNAL



« TERSE »
BUSINESS TALKS



Is There a Boy?

Says The Energy Trio . . .

In your employ is there a boy who doesn't get along? Are you thinking of discharging him because you think you have no time to waste on boys who are dumb or careless?

This boy took a position in your employ with the thought that it was a step ahead. He has his way to make. But he is only a boy. He cannot see things as you see them. If he has high ambition and great determination, he is the exception and, fire him or not, he will succeed in due time. But most boys are not exceptional in any way and they need more help and encouragement than merely giving them jobs.

Think back to the day when you were the age of the boy in your employ. Were you an exceptional boy? Did you do better work or like work better or feel more ambitious than other boys? Did you never do careless things or make mistakes? Are you even sure you did not seem dumb at times?

But boyish dumbness may be only temporary. The precocious boys are the exception. Darwin at school was rated a dunbball. Kitchener was no better. Beecher was at the foot of his class. Wise old Dr. Johnson once told a friend he would have done nothing as a boy had not his master whipped him hard.

This boy in your employ. Probably he is up to the average. He has capabilities still latent. He can be inspired. With help he may achieve marked success. Why fire him? The boy who takes his place will probably be little or no better. See what you can make of this boy before you let him go. Remember what you might have been but for what someone did to stimulate you. Assume a little responsibility for this boy. Help him to amount to something and you will have done more for yourself, more for your business, more for business in general, more for the world, than you could possibly do by firing him and hiring someone a little better.



Utterly Dependable

TO ACHIEVE absolute uniformity day after day—standardize on Two Star Semolina.

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

Two Star Semolina is double checked for uniformity.

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

Then, almost hourly throughout the milling process, an exacting check is made for granulation, color and protein strength.

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

★ ★ TWO STAR SEMOLINA

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

THE MACARONI JOURNAL

Volume XIV

NOVEMBER 15, 1932

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Macaroni Symphony

Surpassing even the beloved music of a lilting opera which thrills the hearts of all music lovers is the musical hum of a busy macaroni factory, to the ears of macaroni men. Verily during this season of steady plant operations to fill welcomed heavy demands for this delicious, nutritious food there is music in the air.

The clanging of the wheels of transfer trucks, the musical purr of steadily moving belts busily carrying the golden meal from the rattling cars that bring this most suitable raw material from mill to factory, the steady, rhythmic pouring from sacks to hoppers, the graduated, carefully supervised blending of meal and water, the whirring of the blades in mixing a dough into a required consistency, the clanging of emptying mixers, the purring of busy, plodding kneaders, the hissing of escaped or released steam or air from the pressure units, the rippling of the presses that form the dough into desired, predetermined shapes and sizes, the swishing of shining sharp knives that cut the protruding strands of dough into proper lengths, the rattle of the trucks and trays that move the golden brown, undried food into the drying cabinets, the droning of the dependable ventilators that silently and steadily withdraw the excess moisture from the edible pastes, the zipping of the knives and cutting machines on the finished products in preparation for packaging, the rumbling of the package machines so beautifully synchronized to perform operations thought almost impossible, the banging of the box makers busily plying hammer and nails in forming suitable containers, the cheering whistle of the satisfied laborer, the lilting laughter of the happy, beautiful girls who so dexterously perform many of the lighter labors in a plant, the merriment of the office force that reaches its height when orders are plentiful and complaints at low ebb, the satisfaction of superintendents and assistants in steady production of quality goods, the general merriment and the contagious contentment that pervades a busy, well managed plant—all these things help blend the noises of a macaroni factory into pleasing and harmonious melody that cheers the hearts of satisfied owners.

To this pleasing plant melody add the rumble attending the loading of delivery trucks or shipping cars, the welcomed transfer of the finished products from factory to distributor, the pride of the manufacturer in an honest piece of goods, carefully processed and profitably sold, the cheerfulness with which macaroni, spaghetti or egg noodles are passed on to the careful buyer, the "ohs" of the joyful children, the "ahs" of the satisfied adults, the sighs of contentment of millions of cooks who recognize that the labors of meal-preparing have not been in vain, the murmur of general contentment that ripples through the entire channel of manufacturing, selling and fully enjoying a high grade, nutritious food growing daily more popular in this country, and there results a melodious business anthem that must surely overwhelm the receptive macaroni makers.

Occasionally there is interspersed a harsh note here and there, a shrill shriek elsewhere that disturb the harmony of the musical operation of the business, but in so large a chorus such slips may well be expected. The discord is produced by the indiscreet manufacturer who does not use the necessary care in the selection of his raw materials, a member of the chorus who still insists in producing with obsolete instruments, or what is worse still the antics of some who purposely get out of tune with their fellow members. In such cases even the lilting music of the cautious and expert manufacturers fails to wholly subdue the rasping tones which continue to be heard above the harmony of the organized group. But taken as a whole the music of busy plants, carefully managed in accord with recognized practices and in harmony with the best thoughts in the trade from which alone progress is possible, merges into a beautiful aria of general satisfaction from which macaroni men are getting some well-earned contentment.

Truly there is music in the air for the honest macaroni makers in this busy fall season. May there never again arise a note of discord!



Macaroni Educational Section

By DR. BENJAMIN R. JACOBS, Washington Representative

In the Jan. 15, 1932 issue of THE MACARONI JOURNAL I discussed the use of soya bean flour in macaroni products. At that time I gave the composition of soya bean flour and showed that it contained very high percentages of protein and fat. I also showed its composition regarding the other constituents and the methods that should be used in labeling macaroni products containing soya bean flour in order that these may comply with the Federal and state food laws.

I have recently received a circular issued by a New York importing firm which offers soya bean flour to macaroni manufacturers under the name of "Protein Flour." The circular reads as follows:

Protein Flour
Analysis:
41% albumen
20% fat
22% sugar
No starch

Noodle, Macaroni and Spaghetti Mfrs. will find this product very economical in view of its concentrated food values, enabling a saving in egg products, etc.
2 1/2 lbs. have the nutritive value of: 58 eggs, 6 1/2 qts. milk or 7 1/4 lbs. meat.

Noodle Mfrs. use 5 lbs. Protein Flour with every 100 lbs. Semolina and 10 lbs. Egg Yolk, which gives the goods a nice color.
Macaroni Mfrs. take 15 lbs. Protein Flour with every 100 lbs. Semolina, sifting and mixing thoroughly.

We quote: 1c lb. f.o.b. N. Y. 100 bag packing.

It will be noted that no reference is made to soya beans. This is probably due to the fact that soya bean products have not met with any great favor in the macaroni industry. It will also be noted that a claim is made for a saving in eggs, which by inference may mean that this product may be substituted for eggs. The claim that 2 1/2 lbs. of this product are equivalent in nutritive value to 58 eggs is absolutely without foundation and is therefore untrue. The recommendation that 5 lbs. of Protein Flour with every 100 lbs. of semolina and 10 lbs. of egg yolk will make goods of nice color shows that the product is sold as a substitute not only for eggs but for color. Further the statement that this product contains 40% of albumen is also absolutely untrue. The protein of this product, which is an ordinary soya bean flour, is not albumen. A sample submitted to this Laboratory was found to contain about 40% of protein but not albumen. The word albumen in the macaroni industry means egg albumen and this also appears to be a deliberate attempt to give the impression that this product has something in common with eggs.

Labels Must Declare Contents

I am advised by the macaroni manufacturer who sent me this circular that the representative of the above firm handling the soya bean flour stated to him that this product could be used in macaroni products without declaring its presence on the label and that there were government regulations to this effect. This is directly contrary to the truth.

The facts are that the United States Department of Agriculture has already ruled on the use of soya bean flour in macaroni products and has stated that its presence must be declared on the label of the package that goes to the ultimate consumer. Also that a statement must be made that the color imparted to the finished macaroni product is not derived from eggs but is derived from soya bean flour. Numerous samples of soya bean flour as well as samples of this so-called "protein flour" have been examined for color. Our analysis shows that these products have an intensity of yellow about 5 to 7 times that of unbleached spring wheat patent flour. On the other hand a good quality of dried egg yolks has an intensity of yellow from 60 to 80 times that of a patent spring wheat flour and therefore, at least from 8 to 10 times the intensity of soya bean flour. It would seem to me most uneconomical to use soya bean flour to produce color in egg macaroni products when it can easily be shown that for each unit of color used it is much more expensive than eggs. This is aside from the fact that manufacturers who use soya bean flour and do not declare its presence on the label of their macaroni products are violating the law and are liable to have their goods seized and their reputation impaired.

As we have stated before the Federal standards for macaroni products are exclusive standards as every ingredient that is not written into the standards as being permitted in the manufacture of macaroni products is automatically excluded, and if used its presence must be declared on the label. This declaration must appear in a conspicuous place and in such size type and such colored background as to be easily seen by the consumer. This is the law. We have also repeatedly stated that soya bean flour, or any other raw material that macaroni manufacturers desire to use in the manufacture of macaroni products, should be sold on its merit with the full knowledge of competing manufacturers, law enforcing bodies and the consumer.

What Are "Special Semolinas"?

Another problem that has recently been brought to the attention of the Laboratory is the use of so-called "special semolinas" in the manufacture of macaroni products. A number of samples of these products have been submitted to the Laboratory for examination. We have found that these products are a mixture of semolina and flour. The amounts of flour found in these products vary from 11 to 19%. The grade of the flour is so low that it was not entitled to be sold as "flour." Under the standards the following is the definition for flour:

Flour is the fine, clean, sound product made by bolting wheat meal. It contains not more than 15 per cent of moisture, not less than

1.25 per cent of nitrogen, not more than 1 per cent of ash, and not more than 0.5 per cent of fiber.

A limit of 1% of ash permits anything except the lowest grades to be included under the term "flour." The percentage of ash found in the flour portion sifted from these so-called "special semolinas" in every case exceeded 1% and was as high as 1.42%. Samples of macaroni products made from these so-called "special semolinas" had a rather good appearance and would compete with macaroni products made from higher grade products but when these were cooked the taste, flavor and aroma were those of a low grade flour, and were easily perceptible. Macaroni manufacturers who are using these products are evidently depending solely on the relative appearance of these low grade macaroni products as compared with the higher grade products. If they should go to the trouble of making comparative cooking tests they would realize the harm that they are doing their own individual business as well as the macaroni industry in general. We have repeatedly stated that it is worse than useless to spend money and effort advertising and presenting the merits of macaroni products over the radio and by other means and continue to make macaroni products from inferior raw materials. People do not have to eat unappetizing macaroni products and they certainly cannot be induced to do so more than once. The difference in price between these low grade raw materials and high grade farinas and semolinas should not be enough to induce manufacturers to use them. The miller who supplies macaroni manufacturers with this kind of raw material is certainly wasting any help that he may give macaroni manufacturers in advertising his products. They both might just as well chuck this money in a rat hole for any permanent good toward increasing the consumption of macaroni products it does. Certainly at this time when raw materials should be the cheapest they have ever been in the history of the macaroni industry because wheat is the cheapest that it has ever been in the history of this country, macaroni manufacturers should make every effort to improve to the utmost the quality of their products. It seems that "quality" in macaroni products has been to a large extent thrown to the winds at the very time when it is most needed and when it is easiest to procure. If the macaroni industry is to survive, the macaroni manufacturers must maintain a high standard in their products as with the return of normal conditions and increasing purchasing power of the public they will certainly be most discriminating in the selection of their food products and only those manufacturers who have maintained the integrity of their products will be found among the survivors.

American and Italian Macaroni Costs Compared

By JOSEPH FRESCHI
Mound City Macaroni Company, St. Louis, Mo.

Macaroni manufacturers in this country are always interested in facts and figures concerning cost of macaroni making in competitive countries. The Secretary of the National Macaroni Manufacturers association thoughtfully sent me a trade paper published in Italian at Milan, Italy from which I gleaned some valuable information on macaroni costs in that country of origin and which I will attempt to translate for the benefit of the readers of THE MACARONI JOURNAL.



Joseph Freschi

The Italian trade paper referred to is known as La Panificazione meaning literally "The Baking Industry." It carries the subtitle La Pastificazione, meaning "The Alimentary Paste Industry," which in this country is more popularly known as the Macaroni Industry.

I was particularly pleased and enlightened on reading Page 2 of the July issue of the publication since it dealt fully with wheat prices, flour, semolina and macaroni markets. The comparative figures compiled herewith should be studied with due consideration of the economic conditions that exist in Italy, the wages paid and other price determining factors. An unprejudiced study will undoubtedly convince us of the need of improving our ways of doing business profitably.

The quotations in the Italian paper are evidence that the Italian manufacturers are not conducting a cut price campaign but are working on old, well established lines that insure reasonable profits. I quote, "Market price of No. 1 Semolina in Italy on above date was 170 lire for 220 lbs." At the prevailing rate of exchange that was \$7.65 per hbl. or \$7.80 for 200 lbs. Macaroni made from this type of semolina is quoted at "265 lire for 220 lbs., f.o.b. factory." On the same basis of exchange that equals \$13.60 for 220 lbs. of finished semolina macaroni or

\$6.20 per 100 lbs. Deducting the cost of semolina from the market price of the finished product there is found a differential of \$4.60 in favor of the Italian macaroni manufacturer.

In explanation I might add that it is customary for Italian manufacturers to quote macaroni prices in bulk and then to add the cost of the container in which the buyer desires the product packed, be it in packages, boxes or barrels. Might also add that I do not know that factories make any deliveries. In the part of the country with which I am most familiar, merchants as a rule gave orders to salesmen, requesting that they be ready for a certain day when the goods would be called for. Therefore as far as I know, even the cost of delivery is omitted in the quotations referred to.

For purposes of comparison let us note American prices on semolina and macaroni quotations. As we all know prices quoted on our raw materials in different sections of the country differ in accordance with difference in freight costs to such points. Therefore to make a proper comparison let us use a hypothetical figure, the price of \$4.60 a barrel for No. 1 Semolina, f.o.b. New York on the same date, July 5, 1932. Reports from that market on that day were that American macaroni was quoted from 90c to \$1.10 per box of 20 lbs. delivered.

Taking the average of \$1 per box and

deducting 10c for container and delivery, the selling price reduces to 90c for a 20 lb. box, or 4 1/2c a lb. 200 lbs. of semolina, roughly figured, cost \$4.70. 200 lbs. of macaroni at 4 1/2c a pound would bring \$9. Deducting the cost of semolina from the sale price of the finished macaroni we have a differential of \$4.30, which is 15c per 100 lbs. less than the Italian manufacturer is receiving for his product.

It is generally conceded that the American manufacturer has a much larger investment in his business—not necessarily a larger plant—because of the higher cost of everything in this country. Our rents, building costs, machinery, insurance, labor and equipment, in fact everything that goes into a plant is higher here than in Italy. How, then, can our industry expect to thrive and progress under present conditions. If the Italian macaroni manufacturer has a conversion differential of \$4.60 for 200 lbs., we ought to have at least \$5.60 differential in order to equalize the situation.

I trust that this little article will invite comments and constructive criticisms to the end that needed improvement in price quotations may result—something that is badly needed and from which all will benefit. Let's make use of the columns of THE MACARONI JOURNAL for a fearless, open discussion of the situation that interests and affects us all.

Good Macaroni Is Savory

By HELEN WATTS SCHREIBER
Of Kroger Food Foundation in a Lecture to Housewives

I am asked frequently how can you tell the difference between macaroni of good quality and of an inferior grade. The quality of the macaroni you use is so important in making appetizing, wholesome dishes that I am going to describe some of the points to be considered in buying it.

In the first place inferior macaroni and spaghetti can be recognized before cooking by a grayish white color and rough starchlike exterior that will rub off on your fingers. And when it is cooked it has a slimy feeling due to this same loose flour, and its taste is "floury," and sometimes there is a mustiness about it.

Not White in Color

Good macaroni is a warm, rich ivory that becomes a translucent pale amber when a few sticks are held up against the window and the sunshine is allowed to glow through them. They are real golden food-sticks, and this golden color comes only when the highest grade of durum wheat semolina is used in their manufacture.

Durum wheat differs from ordinary bread wheat in that it has a larger kernel, is light in color, is harder and contains more gluten or protein. The "semolina" is the technical name for the form of flour used in making macaroni. It is granular in form like coarse sugar, it is light amber in color and it is free from fine flour. It contains fine particles of bran

from the wheat kernel, and these may be seen as flecks against the sunlight when the sticks are held up against the window.

Should Be Firm and Tender

Because there is no free flour in macaroni made from durum wheat, good macaroni never has a slimy, loose feeling when it is cooked. Good quality macaroni never needs to be washed with cold water after boiling. Each piece retains its form. It is flavory, firm and tender.

Because it is made from the hard durum wheat grown on the plains of the Dakotas good quality macaroni has a delicious "whole wheat" flavor quite different from the starchy taste of macaroni made from bread wheat flour. This delicious flavor is further enhanced by the addition of tomatoes, cheese, meat, etc.

Good quality macaroni is far superior in food value to inferior grades. While it is considered a carbohydrate (heat and energy) food, high grade macaroni or spaghetti contains 13.4% protein, or tissue building food, and a large amount of valuable mineral matter and vitamins from the wholesome wheat kernel.

Pay attention to the quality of macaroni and spaghetti that you buy. You will be repaid in food value, flavor, cooking qualities and appetizing appearance.

Changing the Antitrust Laws to Improve Merchandising

Address by GILBERT H. MONTAGUE
Of New York Bar, Before Boston Conference on Retail Distribution

The drive against the present depression has enlisted the energies of most of the departments, boards and commissions of the government, but there still remains untouched one task which only the Department of Justice and the Federal Trade Commission can do.

For years these 2 bodies have been prosecuting business men under the antitrust laws and for years business men have been damning the antitrust laws and the Department of Justice and the Federal Trade Commission.

This has now been continuing so long that no one today appears to realize the opportunity that business men and the Department of Justice and the Federal Trade Commission now have, to cooperate effectively in a joint attack upon evils that lie at the very heart of trade instability and demoralization.

Trade institutes and trade associations have for years been supported by business men in hundreds of industries.

Only a few weeks ago Secretary of Commerce Lamont resigned to become what the newspapers called the "czar" of the steel industry, with the title of president of the American Iron & Steel Institute.

According to the newspapers it is expected that Mr. Lamont will exert his influence as president of the Institute to discourage price discriminations, secret rebates and price differentials, which during this protracted depression have become rampant throughout the industry.

Similar "czars" of outstanding force and character have in recent years been appointed in other industries.

Nearly a hundred different industries have met with the Federal Trade Commission in so-called trade practice conferences.

There these industries, in the presence of the commission have formulated for themselves their own standards of conduct and codes of ethics.

These standards and codes have for the most part been so worded as to paraphrase precisely the requirements of the existing law, and those which the commission has reviewed and revised have been promulgated by the commission as so-called trade practice conference rules for the guidance of these industries and the instruction of the public.

The subjects dealt with in these standards, codes and trade practice conference rules are selected solely by the industries themselves.

Very significantly the subjects most frequently selected are price discriminations, secret rebates, refunds, price differentials, unearned discounts, false and misleading advertising, use of fictitious and misleading prices, insertion or omission of statements which make an in-

voice or a contract a false record, selling below cost, defamation of competitors, disparagement of rival products, piracy of design and deviation from representations and warranties.

These are all evils that lie at the very heart of trade instability and demoralization.

These are evils against which business men at their own expense have for years been maintaining institutes, associations, "czars," standards of conduct, codes of ethics and trade practice conference rules.

Over all this effort there continually hangs, however, an apprehension that perhaps these standards, codes and rules may turn out to be mere self denying ordinances by which the better element in industry simply tie their hands in competing with their less ethical competitors and deny themselves the right to fight fire with fire, thus placing themselves under a handicap as compared with their less ethical competitors, which in the present condition of business may be too great a burden to bear.

Here is the opportunity for trade institutes and trade associations to cooperate with the Department of Justice and the Federal Trade Commission in a program to eliminate this apprehension, and to obtain from the courts as promptly as possible stronger legal sanctions to enforce these standards, codes and rules.

How inspiring it would be in the present condition of business if the Department of Justice and the Federal Trade Commission would publicly announce that they will immediately set up in their examining and legal divisions special bureaus to give expedited attention to all violations of standards of conduct, codes of ethics and trade practice conference rules reported to these governmental bodies by any trade institute or trade association, whenever these standards, codes and rules are so framed as to paraphrase the existing law!

This announcement alone would promptly lessen the number of these vio-

STARTING THE ENGINE

The gasoline tank of the business motor is full. The carburetor is getting a measure of confidence to mix with the gas in due proportions. The batteries are being charged. The mechanics are at work on the ignition, and if they succeed the engine may start with a roar at any time. Inflation may succeed deflation with startling suddenness.—Theodore M. Knapp.

lations and would immediately give to trade institutes and trade associations the stimulus they need to police effectively all branches of their industries, and to comb out and report to the Department of Justice and Federal Trade Commission violations that have continued in spite of repeated warnings.

The Supreme Court in recent years has been building into its expanding interpretation of the antitrust laws a great deal more of the business men's philosophy as to what the law should be on the subjects dealt with in these standards, codes and rules, than business men as yet realize or have ever given the Supreme Court credit for.

From the violations reported by trade institutes and trade associations the Department of Justice and the Federal Trade Commission would have an abundance of examples from which to select the best test cases that they may prosecute through to the Supreme Court, so as to obtain from the Supreme Court expanding interpretations of the law to strengthen the legal sanctions supporting these standards, codes and rules.

Three years ago in an action prosecuted by a private litigant the Supreme Court revolutionized the law regarding price discriminations, and laid the foundations on which now rest the most important of the present standards of conduct, codes of ethics and trade practice conference rules.

Two years ago in a Circuit Court of Appeals decision that the Supreme Court later refused to disturb, another private litigant obtained a decision which now stands as the law on price discriminations, secret rebates, refunds, price differentials, unearned discounts and the insertion or omission of statements which make an invoice or contract a false record.

The particular duty of enforcing the law interpreted in these 2 decisions has always rested by express statute directly upon the Department of Justice and the Federal Trade Commission.

It is somewhat of a reflection therefore, upon the trade institutes and trade associations of the country that neither the Department of Justice nor the Federal Trade Commission, in the years since these 2 decisions were rendered, has ever brought in any court any proceeding to enforce and construe this law so as to obtain a further judicial interpretation which might put stronger legal sanctions behind these standards of conduct, codes of ethics and trade practice conference rules.

Last winter a committee of department store executives, national advertisers, Better Business Bureau executives, and legal talent familiar with dis-

November 15, 1932

THE MACARONI JOURNAL

Exact color



THE unvarying rich amber color of every sack is but one evidence of the rigid uniformity of Gold Medal Semolina. Always the same rich color, always the same strength, always the same taste . . . this uniformity proves itself . . . and in the finished macaroni.

inescapable result of a searching selection of the finest amber durum wheat, a relentless check-up throughout the milling process and a final examination by making parts of every batch into macaroni under actual working conditions.

inflexible adherence to an absolute standard of color, strength, and taste is not secured by short cuts—it is the

That is why Gold Medal Semolina is uniform . . . and the advantages of such uniformity show up in your shop and in growing sales.

Gold Medal Semolina

"Press-tested"

tribution problems formulated recommendations for a Fair Practice Code to be considered and voluntarily adopted by mercantile groups, industrial groups, individual firms and advertising mediums.

Under the head of Misleading Advertising this committee asked for abandonment of "the use of, participation in, publishing or broadcasting of any untrue, deceptive or misleading statement, representation or illustration in an effort to sell any merchandise, service, security or any property or thing of any kind."

Under the head of Unfair Competitive Claims this committee asked for abandonment of "the use of, participation in, publishing or broadcasting of any statement, representation or implication which might be reasonably construed to lead to a false or incorrect conclusion in regard to the goods, prices, services or advertising of any competitor or of another industry."

Under the head of Disparagement of Competitors this committee asked for abandonment of "the use of, participation in, publishing or broadcasting of any statement, representation or insinuation which disparages or attacks the goods, prices, service or advertising of any competitor or of any other industry."

Under the head of Underselling Claims this committee asked for abandonment of "the use of, participation in, publishing or broadcasting of any statement or representation which lays claim to a policy or continuing practice of generally underselling competitors."

Under the head of Bait Offers this committee asked for abandonment of "the use of, participation in, publishing or broadcasting of bait offers of merchandise wherein the prospective customer is denied a fair opportunity to purchase."

Under the head of Deceptive Statements Accompanying Cut Prices this committee asked for abandonment of "the use of, participation in, publishing or broadcasting of statements referring to cut prices on trademarked merchandise or other goods in such a manner as to lead the public to believe that all other merchandise sold by the advertiser is similarly low priced when such is not the fact."

Here is a Fair Practice Code exactly suited to the present day needs of distribution.

It is not put forward as part of any grandiose plan for a new government commission, or a new clutteration of special federal courts, or some great extension of the powers of the Federal Trade Commission.

It is a sensible and persuasive statement phrased in clear business men's language, setting forth aspirations that are reasonably capable of actual realization in this present, everyday world.

This Fair Practice Code would today have the force of law if there now existed among the decisions of the Supreme Court precedents that comprehensively and specifically held that the recommendations in this code are simply a restatement of the existing law.

There is, indeed, nothing in the Supreme Court decisions that now amounts to a clear, comprehensive and specific precedent to the contrary, and therefore the committee that is sponsoring this code might properly lay before the Federal Trade Commission the following suggestion for immediate action:

That the Federal Trade Commission immediately set up in its examining and legal divisions a bureau which shall give special and expedited attention to every violation of this Fair Practice Code that is brought to the commission's attention by this committee, or by any Better Business Bureau, or by any trade institute or trade association; and

That public announcement to this effect be immediately published by the Federal Trade Commission so that everywhere throughout the entire field of distribution every one may immediately know that the commission now stands ready to enforce every article of this Fair Practice Code, until some decision that amounts to a contrary precedent is rendered by the Supreme Court.

Merely the public announcement by the Federal Trade Commission that such a bureau had actually been established would tend to lessen the number of violations that would ever have to be examined by this bureau.

Here is a program that would build up public confidence in everything that it touches.

It would develop nationwide support for the Federal Trade Commission in an activity of the utmost practical usefulness.

It would quicken consumer demand by the assurance that now selling representations and advertising announcements must pass the scrutiny of organized industry and of the national government.

It would attack depression at its center.

Ghiglione Plant Destroyed

In a spectacular fire engaging the attention of 125 firemen the large and modern macaroni factory owned and operated by A. F. Ghiglione & Sons, Inc., at 4715 Sixth av. So., Seattle, Wash. was destroyed by fire, entailing a loss estimated at \$100,000. The fire occurred



Frank A. Ghiglione, president of A.F. Ghiglione & Sons, Inc., Seattle, Wash., whose macaroni plant, the largest in the northwest, was destroyed by fire of supposedly incendiary origin on Oct. 7, 1932. He is a director of the National Macaroni Manufacturers association, representing the western firms on the board.

early in the morning of Oct. 7 and was supposedly of incendiary origin.

A 3 story frame warehouse containing approximately \$20,000 worth of packed macaroni in preparation for the active fall business was completely ruined while the 4 story steel and concrete plant was burned, the walls alone remaining. A boiler house adjoining was also razed by the flames against which the firemen



Two views of the wreckage of the Ghiglione macaroni plant. Nothing but the walls remain of the 4-story reinforced concrete and brick building, while the tall chimney alone remains to mark the spot occupied by the power house. Plans are being prepared for rebuilding, the work to start immediately.

fought for several hours, handicapped by poor visibility due to a heavy fog that prevailed. All the machinery is a mass of twisted and warped iron, and tons of semolina are destroyed.

President Frank A. Ghiglione, who is a director of the National Macaroni Manufacturers association, in blaming the fire to an incendiary stated that the buildings had been inspected earlier in the week by city fire inspectors and insurance men and pronounced fireproof. The inspection was made in accordance with a readjustment in insurance rates, recently raised. Insurance underwriters urged Ghiglione to take out larger policies, a move which he refused to make.

The loss was covered by insurance in force at the time of the fire and according to officials of the macaroni concern the plant will be rebuilt immediately and business resumed as quickly as possible.

Sylvania to Enlarge Plant

The Sylvania Industrial Corp. of 122 East 42nd st., New York city, has decided to enlarge its Virginia plant particularly for its transparent and moistureproof "Sylphraps." Detail plans are nearing completion and building contracts are to be awarded this month.

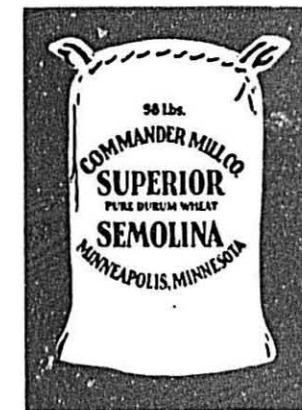
you
Command
 the Best When
 you
Demand
 Commander
 Superior
 Semolina

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

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

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

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



Commander Milling Co.

a division of the

COMMANDER-LARABEE CORP.
 Minneapolis, Minnesota

The A. G. M. A. Re-elects Officers

At its most successful annual meeting Nov. 2-3 in New York city the Associated Grocery Manufacturers of America by unanimous vote reelected as president Paul S. Willis, vice president of the Comet Rice company. Other officers reelected are:

Vice Presidents, A. C. Monagle of Standard Brands, Inc., B. E. Synder of R. B. Davis Co., R. L. James of Libby, McNeill & Libby; treasurer, H. D. Crippen, Bon Ami Co.

It was the consensus of opinion that the conspicuous success of the efforts of the association the past year along the lines decided upon by its directors at the beginning of the Willis administration made this reelection of officers a most logical and consistent move, because it insures continuance of intelligent and concentrated effort along these same lines so that full advantage may be had from the good work to date and future results assured by this move, in guaranteeing the continuance of this constructive program under the same experienced direction.

These activities of AGMA have centered on improving the relationship between manufacturers and distributors, in elimination of uneconomic practices from business and in developing better cooperation with distributors to the end they could put their operations on an economically sound basis which would assure them a fair profit.

One of the highlights of this AGMA annual meeting was a session at which outstanding leaders in distribution spoke on manufacturers' relationships with the particular type of distributors they represent. These speakers were:

Sidney Rabinowitz, vice president and general manager, Economy Grocery Stores Corp., Boston; "The Chain Store"; Edward Moses, general manager, Bentley & Settle Co., Syracuse, N. Y.; "The Wholesale Grocer"; Charles Rubens, general manager, Hudson Wholesale Grocery Co., Jersey City; "The Retailer Owned Wholesale Grocer"; Henry King, president, King, Dobbs & Co., Chattanooga; "The Voluntary Chain"; Herbert I. Lord, chairman of board, Lee & Cady, Detroit; "Cash and Carry Jobbers."

New members of the board of directors elected are: James F. Brownlee, General Foods Corp., New York city; J. D. Buhner, Corn Products Refining Co., New York city; Daniel F. Bull, Cream of Wheat Corp., Minneapolis, Minn.; C. L. Connor, Wheatena Corp., Rahway, N. J.; Harry R. Drackett, Drackett Chemical Co., Cincinnati; C. L. Frederick, Colgate-Palmolive-Peet Co., Chicago; W. F. Mohan, Scott Paper Co., Chester, Pa.; H. J. Mountrey, The Borden Co., New York city; J. P. Spang, Jr., Swift & Co., Chicago.

At the meeting of the board of direc-

tors following Robert F. Miller was re-appointed executive vice president and Charles Wesley Dunn general counsel of the organization.

This annual meeting of AGMA was not a "convention" in the usual sense but was carried through from beginning to end as a "business conference." The attendance, which was considerably larger than in previous years, showed by enthusiasm and sustained interest that this type of meeting met with great favor with the membership, which includes practically all important manufacturers of grocery products.

Many of the leading macaroni and noodle manufacturing firms of the country are members of this important food distributing organization and frequently attend its annual sessions. Henry Mueller of the C. F. Mueller company, Jersey City, N. J. is a director.

Owing to prevailing conditions the macaroni industry was not as well represented at the convention this year as usual. Among those seen there were Frank J. Tharinger of Tharinger Macaroni Co., Milwaukee; Frank L. Zerega and E. Z. Vermilyen of A. Zerega's Sons, Inc., Brooklyn; James M. Hills of The Foulds company, New York and Henry Mueller of C. F. Mueller company, Jersey City, N. J.

M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers association, in New York to attend the directors' meeting of his organization registered as a guest of the AGMA.

New Firm Incorporated

Announcement has been made of the incorporation of the Purity Macaroni and Noodle Manufacturing company with offices at 6705 18th av. Brooklyn, N. Y. The incorporators are Gesualdo Arcidacono and Vincent Rossitto of that city. Details of the firm's capital structure, the location and size of its plant have not been made known.

Work Sharing Increases

Through the active cooperation of trade associations and industrial leaders the Share-the-Work movement has made great strides in helping to alleviate unemployment since launched by the industrial committees of the Federal Reserve districts. The movement offers a simple, practical program which employers are asked to adopt having for its prime purpose the wider sharing of available work by whatever methods best fit each company. This is done without necessarily adding to the payroll or other production costs. Its promoters recognize the serious unemployment conditions in this country

and fear that unless some special steps are taken to relieve the situation by getting men and women back into jobs in their natural work, progress out of the depression will be seriously retarded.

The cooperation of trade associations is solicited in bringing to the attention of their individual members the plan of work sharing that has been found so practical and helpful wherever tried.

Laughter as a Business Tonic

A LAUGH is worth a hundred groans in any market.—*Charles Lamb.*

Never more so than today has there been so great a need for cheer,—good cheer among all classes of people,—and even more so in business circles. For several years millions of men and women in the United States, in fact in all parts of the world, have been plunged into an atmosphere of gloom through no fault of their own. More than mere pluck has been required to resist the insidious effects of depression.

What all of us have needed is the breeze of brave laughter to clear the air and freshen up our souls. Laughter is Nature's panacea for the dumps. It restores the sense of balance and spreads good cheer. If the civilized races would only break away from their glum bafflement and simply SMILE and LAUGH they could easily lift themselves back to optimism.

A "laughter" need never despair no matter what conditions prevail. Laughter is invincible and the "laughter" is supported by a force that knows no defeat. Physicians rightfully claim that high spirits save more lives than costly drugs. Let's imbibe much of this free tonic and immediately we will overcome depression.

Sir Harry Lauder is perhaps the best known laugh philosopher of the present day. The Lauder idea is to come "laughing through." "Give them a grin—it costs nothing, even to a Scot!—and see how your investment doubles itself in a moment. If I were a dictator I would pass a law that everyone had to laugh 12 times a day, and aloud, too, with no shirking!"

If business men would only look upon their business with more cheer. If business were made secondary to living and if occasionally throughout the wearisome business day all would give way to spontaneous laughter,—infectious good cheer, much of our trouble and many of our problems would be lightened.

Enroll as a member of a self organized laughter club with no restriction as to membership, choosing for your club's motto this thought, "He laughs best who laughs from first to last."

Put your heart into your work and your work will put heart into you.

The Idea's the Thing

An Appeal to the Business Man Who Never or Rarely Enters the Lists of Debate Because He Feels That He Is "No Hand as a Public Speaker"

By MAURICE C. MOORE

Who "governs" the world? Sometimes you get the feeling that it is still all being done by a mere handful of exceptional people. There are the leaders in each country whose names are "household words," and they seem to be "shaping our ends" while we, the "undistinguished masses," whether we like it or not have to fall in with most of it and fashion our lives on that direction and according to that example.

A certain number of those leaders themselves believe this. But I should say that kind is never actually at the top. It is the mark of the truly great man that he is as humble as the humblest of his disciples. He knows this—none better—that power and wisdom are not the monopoly of the select and favored few; some have abilities and capacity for insight, orderly thinking, action and expression in greater measure than others, but the sum total of human wisdom is beyond their reach; it is spread, diffused, throughout the entire world, and no one individual has ever lived or can live who could do his worthiest work without all the while bearing in mind that great untappable reservoir. The biggest minds, then, know that they can learn something—not much, perhaps, but some thing—from contact with the least among us. Each man has his own view of the facts by which he is surrounded, and even though that view may in the general judgment be nine tenths erroneous, the one tenth holds an element of truth which it is his birthright and his alone, to possess, and which an intelligently organized society will try to prevail upon him to impart.

It is this that confers dignity upon human nature. By that all men are made, in essence, equal. This it is which justifies every man in feeling quiet and reasonably based self confidence, in setting a proper modest value upon his services whatever they may be, and his life, in holding his head erect and in going his ways in the assurance that, although what he is doing is obviously small and apparently unimportant in comparison with the achievements of others, nevertheless the world is the gainer by his presence and would be the poorer by his loss.

Upon this faith and this principle fraternal organizations and trade associations are founded. This is the idea behind all cooperative human effort which has a peaceable, constructive purpose. Men know that they can learn from one another. All kinds of men with similar interests are desired to be brought in, but the more dissimilar they are in type, differing in capabilities and outlook, the better, for an organization of none but those who are identically endowed and equipped and are therefore in that re-

spect exact equals would result in nothing but the repetition and recapitulation of ideas, the exchange of views with which all are already acquainted.

Some business men that I have met do not seem to be very well grounded in this idea. They fail to grasp this big fact—that it is a necessity to others that they should organize and communicate with them. Any trade or fraternal organization which invites a man to come in does so because it wants, right at the bottom, the contribution which he alone can make to the general fund of ideas and knowledge. It is actually true that the very least member of a trade or profession delays its progress by remaining outside its "get-together" societies. He has something to say and does not say it, a viewpoint that he keeps to himself when it should be common property. Judged by results this something may seem of small consequence, but the small yeast of fact and of truth will be there, and the leaven will work.

The chief trouble with many good intelligent men who do not tell you and me the things of value that they know is just this—diffidence. Perhaps they belong to business groups. At the meetings they hear others speak, some eloquently, cogently, and as (they feel) their own performance would be poor by comparison, they do not attempt it; so that self depreciation keeps them silent. This is, as I am doing my best to show, absolutely false shame. To refrain from speech does not help those more experienced and possibly brilliant speakers. It is to do them a disservice. No man's ideas are so good and perfect that they cannot be strengthened and clarified by debate. The man who speaks and receives no comment or criticism is conscious of a lack. Even when there is discussion, if only his own ideas are discussed he does not gain as he might, for he knows that there are other ideas quite different from his own, in other men's heads, an order of thinking quite foreign to his order which he would be the better for knowing.

The local secretary of a regional organization once said to me: "Over and over again at our meetings I have appealed to those present to bring forward subjects, to ask questions or offer suggestions, and there has been no response or only a meager one. Yet as soon as the meeting was over one member after another has come along and expressed disappointment that this or that topic was not brought up by one of those good talkers." But the prime need at such gatherings is not good talkers but new ideas and whether they are good, bad, or indifferent only a thorough thrashing out will show.

I personally very well understand and

recognize the difficulties of the diffident type of member. To express one's self clearly without ambiguity, to be brief but adequate, to state all your facts and draw your inference from them in the right order, be sufficiently "solid" yet not so dull as to send your hearers to sleep—this is one of the hardest things I know! Yet we can believe this—that that type of member, potentially among the most valuable, by refraining from speech is evading his duty. Can I prevail upon him, when next he attends a meeting to throw his qualms to the winds and speak out? We badly want to hear what he has to say. Risk your topic being threadbare and your statement of it somewhat roundabout. The idea's the thing! What matters is the individual man's viewpoint. Truth consists of many parts. Each man and woman holds one of those parts, and it is up to him and to her to pass it on to us to help in the making of something that cannot by any chance be made if even a single individual hangs back—the complete whole.

"Wisdom is not wisdom until your ideas have been added to it."

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Macaroni In "Accepted Foods"

The Journal of Medicine, Cincinnati, O. for October 1932 reports the acceptance by the committee on foods of the American Medical association of the inclusion of the products of the Tharinger Macaroni company, Milwaukee in its list of "Accepted Foods." The announcement is made in the following language:

"White Pearl Egg Noodle (fine), America's Standard and White Pearl Egg Noodle (wide), and America's Standard (medium) manufactured by the Tharinger Macaroni Co., Milwaukee.—Egg Noodles prepared from a mixture of durum patent flour, durum semolina and egg yolk. These are claimed to be suitable for all table uses for this type of product."

New York Prices Still Low

New York macaroni manufacturers report there has been a very welcome pickup in demand within the past 30 days. Prices remain low but there is less of the distress selling that has so disrupted the market during the summer months. The pickup is due to the usual seasonal trend.

Prices on bulk goods ranged from \$1.00 to \$1.05 for 20 lb. boxes, Italian style and from \$1.10 to \$1.15 for 22 lb. boxes of extra quality, domestic. There was little or no change in the price on package goods.

MACARONI--An Economical Dish for Successful Wives

In keeping with the times when economy has become a byword and when managers in the homes of the poor and the former rich are attempting to "stretch" the family budget to provide the most nutritious foods at costs within reach, Betty Crocker, popular director of a radio cooking school with millions of listeners strongly and appropriately suggested MACARONI, SPAGHETTI and EGG NOODLES as good foods that "fill the bill." Her radio message on Oct. 26, 1932, sponsored by General Mills, Inc. went on the air over a chain of 48 stations from coast to coast. It featured the great food value of macaroni products, their deliciousness and the ease of making dishes in which macaroni may be utilized.

After a cheery "Good Morning Everybody!" she introduced her subject by noting that husbands—contented husbands—all speak of their wives as good managers and that no home can be peaceful and comfortable where the wife is continually spending more than her husband earns, keeping him in "hot water" all the time. "Unpaid bills," avers Miss Betty Crocker, "can do more to wreck married happiness than almost anything else."

"It's really surprising what delicious meals may be prepared from simple, inexpensive foods if we give a little special care and thought to the matter. I'm sure that most of you have discovered that inexpensive cuts of meat can be delicious, and that meat can be combined with vegetables and other foods to go further, and that one-dish meals mean economy of work as well as money.

Macaroni, a Good Extender

"One of the best ways I know of extending meat is to combine it with macaroni, spaghetti or noodles. Macaroni products, considering their food value, are the cheapest food we have. They contain the same nutritional value that we get in meat and also some of the same elements that we get in potatoes. You can take a little inexpensive meat and combine it with a few vegetables and some macaroni (or spaghetti or noodles) to make a tasty, hearty dish that will just 'hit the spot' and yet cost almost nothing.

"I wish all could have seen the men in our laboratories the day we made this delicious one-dish meal in the Gold Medal kitchen! Long before the dish was done a wonderful fragrance came from the oven. It was the savory odor of well-browned meat, and celery and tomatoes and cheese cooking together. They said it made their mouths fairly water. They kept coming to the door of the kitchen and asking what it was that smelled so good. They all came back and looked longingly at it when we finally took the casserole from the oven. And we didn't blame them, for it looked as good as it smelled and tasted even better. A thick,

rich sauce bubbled up around the meat and noodles. The edges were crusted with a golden-brown richness and the top was rich with tomatoes and cheese. It is the kind of a dish that hungry husbands will say 'just hits the spot.'

Savory Noodles and Pork

"I wish you could have seen the way they fairly gobbled it up when we let them sample it! Everyone of them asked for the recipe to take home so their wives could make it for them. And they brought back word that their wives were delighted with this new flavorful dish because it was so delicious and easy to prepare. Here are the ingredients. The method of preparation will be sent to all who request it:

- 1/4 lb. egg noodles
- 3/4 lb. pork butts (ground)
- 2 small onions (chopped)
- 2 cups chopped celery (1 bunch)
- 1 can tomato soup
- 1/2 cup water
- 3/4 cup grated cheese (3/4 lb)
- 1 tsp. salt
- 1/16 tsp. pepper

"You can see for yourself what a delicious blending of flavors there is in this casserole dish. And it's a perfect one-dish meal too, for it contains all the food elements necessary for a well bal-

Air Conditions and Comfort of Workers

Human beings can do 4 times as much work in a temperature of 100° when the relative humidity is 30% than when it is 100%, and can perform at maximum efficiency only between the temperature limits of 40° and 75° F., according to facts in a report issued by the Policyholders Service Bureau of the Metropolitan Life Insurance company, entitled "Air Conditions and the Comfort of Workers."

Humidity and air motion as well as temperature must be considered if conditions most favorable to health and efficiency are to be maintained. "The control of air temperature," the report states, "without reference to its moisture content or rate of movement, was at first believed to be the best method of providing comfortable conditions. This belief still persists to some extent although ample evidence is available indicating the influence of both the dry and wet bulb temperature, as well as the rate of air movement."

The report describes simple methods of measuring humidity and air motion and explains how air is "conditioned" for comfort and efficiency. According to the report extensive researches have

been made "on human subjects exposed to unusual temperatures and humidities under accurately controlled environmental conditions." These have shown how and to what extent man loses his physiological efficiency beyond certain temperature limits. The experiments and the limits established are then discussed in some detail. Methods of removing excessive heat and moisture and of cleansing the air are also described.

"All you would need to serve with this Savory Noodles and Pork would be a crisp salad, rolls or bread and butter and a simple dessert. Have a dinner like this waiting for your husband some cold night when he comes home tired and discouraged—and see how he will take heart again. It will make him feel that with a wife like you at home helping him he can surmount any difficulties.

"But Savory Noodles and Pork is not the only delicious, inexpensive meal-in-itself macaroni dish we have. We've worked out several, all so different that you can include macaroni or spaghetti in your menus 2 or 3 times a week and not have them grow monotonous. Send for these recipes; lay in a supply of macaroni, spaghetti and egg noodles. Be particular as to the kind of macaroni products you buy; insist on macaroni of a pronounced amber color, the kind that will not become pasty or mushy when cooked."

been made "on human subjects exposed to unusual temperatures and humidities under accurately controlled environmental conditions." These have shown how and to what extent man loses his physiological efficiency beyond certain temperature limits. The experiments and the limits established are then discussed in some detail. Methods of removing excessive heat and moisture and of cleansing the air are also described.

This is the season, according to health authorities, when proper ventilation is especially important because of the increased danger of colds and similar ailments. The Metropolitan report offers scientific knowledge of air and its effects on human beings as a timely help in preventing some of the sickness and decreased efficiency that become prevalent at this time of the year.

Copies of Air Conditions and the Comfort of Workers may be had by addressing a request to the Policyholders Service Bureau of the Metropolitan Life Insurance Company, One Madison Ave., New York, N. Y.

Some people hit the nail on the head; others hit the nail on the thumb.

Rich Yellow Color, Even Granulation,
Excellent Flavor, Clean and Strong

King Midas Semolina

At this Thanksgiving Season we are very thankful for the many friendships formed and are deeply grateful for the staunch loyalty of the large group of customers who have made possible KING MIDAS SEMOLINA leadership.



King Midas
Mill Co.
MINNEAPOLIS, MINNESOTA

Appetite and Strength Are Returning

The depression burst right in our faces like a tire blowout, and transition from macadam to ditch was practically instantaneous. But crawling out of the ditch and getting air back into business is a slow process.

We have been studying statistics of the half baked little depression of 1921. Its gutter was in August, but many quality products didn't pick up satisfactorily until the following February. It seemed to take 6 months for surpluses to build up to a point where people dared to gratify desire.

Study what has happened to the average family fortunate enough to have come through without apparent shipwreck. First, the paper profits went overboard. That was all right, for at best it was a phantom sort of wealth like finding a lot of new golf balls scattered about the fairway in a dream. Then the boy lost his job and decided to take up writing for a profession, with dancing as an avocation. Probably the daughter got married, which added a son-in-law as a liability. The mortgage came due and had to be reduced. A relative went on the rocks and had to be floated off. Then came a cut in salary, followed by a real cut. Income taxes increased as income shrank. The memory of securities put away in the safety deposit and forgotten was not revived by dividend checks.

That sort of thing dulls one's appetite for spending.

You know there are mighty few things we actually need. Twenty thousand or more men landed in Washington practically without a dime, and lived there for weeks in a city they built from nothing.

Gold prospectors will live somehow for a year on the grub they can tote into the mountains on one burro.

Our civilization, such as it is, is built, not on human needs but on human desires. On aspirations for better homes, cars, clothing and choicer food; on cravings for more comfort, pleasure, culture; for music, sport, escape from labor, time to read, theatres, travel; for the key to a fuller life that is in education.

Yet, home, after all, is a bed and means for cooking food. Motors keep on running after paint and upholstery are gone. Frayed clothing will keep a person warm. Flank meat sustains life as well as sirloin. There's a lot of good reading in the old books. There's more fun in a pack of cards or checker board than in a night club. One can tramp the countryside with pleasure without harassing a golf ball all the way.

But nothing stimulates appetite like fasting. This country is getting ravenous. Just as soon as a real, convincing upturn starts and people lose that paralyzing fear that the worst is yet to come; just as soon as families are sure that the drain on surplus has ceased and patches of

blue sky break through the clouds, there is going to be some real eating in this country.

But not a debauch—of that we are sure. The discipline of the past 3 years has been too harsh to be easily forgotten. For some time to come there will be no easy money to encourage reckless spending—thank goodness. Economy has become a habit. But in every family there is growing a serious, determined purpose to get something. Desire will not run wild, but through direction and control it will develop into a buying force of even greater value to business than the hysterical spending of the new era.

It will be selective spending—going without many things to get what you want most. It will be intelligent spending—resisting the lure of nonessential trifles so that you may afford worthwhile things of intrinsic value.

In almost every industry, a revival of vitality is evidenced by basic improvements and economies of production and selling. Business has won back its health and is ready to return to the job with new energy.

So that is the way things stand. Millions of families are all set to buy, and a lean and chastened but revitalized business is waiting to meet them half way with a new conception of service and value giving. How will they get together?

In the days of prewar sanity the accepted way to build a business was to make a good product and to win the faith of people in it by honest, persistent advertising. But the new era brought a change. Advertisers thought only of quick results. Almost before the public had seen the advertising it was bombarded with frantic drives, deals, sampling, free goods and combination offers. It got so that one felt extravagant in actually paying for anything.

But today it is once more accepted that

RENEWING THE MARKET

Despite the fashion of doubting the return of better days, no one denies the ceaseless renewal of the domestic market. Children continue to be born, mature, become producers and consumers in their own right, marry and plan careers for their own children. This is the one business cycle which we can count on. Surely and steadily the vast stream of the nation's life moves onward to new desires, new goals, new destinies, oblivious of the mortality among individual citizens and individual institutions.—*Merle Thorpe.*

the only sound reason for advertising is to win the confidence of the public; that high pressure selling destroys confidence instead of forming it; that extravagant claims merely raise doubts; that fakery does not convince but inspires contempt.

This period of gradual recovery is the golden age for advertising. For food is most enticing when one is hungry. It may be several months before buying becomes brisk, but the intention to buy is forming as surely as a seed grows into a plant.

Gair Company in New Quarters

On Nov. 1 the Robert Gair Company, Inc., manufacturer of paperboard and paperboard products, moved its executive and New York city sales offices to the new Commerce building, 155 East 44 st. Need for additional space prompted the move.

In its new quarters the Gair company will have 50% more space than in its former offices, occupying the entire 11th floor, which has an area of 12,000 square feet. This will house all executive and general offices of the company and the New York city sales headquarters. The company maintains sales offices also in Boston and Philadelphia and operates 7 paper mills and fabricating plants in Massachusetts, Connecticut, Illinois and New York.

The Gair company has been closely identified with the commercial life of New York city since it was founded in 1864 in a small loft building on Reade st. by the late Captain Robert Gair. His pioneering activities in devising machine methods for production of folding cartons contributed to the company's rapid growth and established it as one of the leaders in the industry.

After outgrowing its facilities in Manhattan the original Gair factory was moved to Brooklyn and until 1921 was housed in the Gair Industrial buildings, a landmark of the Brooklyn waterfront. After a few years, continued need for expansion resulted in moving manufacturing activities out of the city.

South America Supplies One Third

A total of \$176,036,000 of foodstuffs was purchased from South America in 1931, or one third of the value of all foodstuffs imported. This consisted chiefly of noncompetitive products, coffee from Brazil and Colombia comprising approximately 90% of the total. United States exports of foodstuffs to South America totaled but \$16,358,000, or less than 5% of the aggregate value of all foodstuffs exported. Flour and lard continue to be the 2 leading commodities exported.

Speeding Up

That office boy of mine is quite a help. Speeds up the whole force. How so? His whistling has us all working in jazz time.

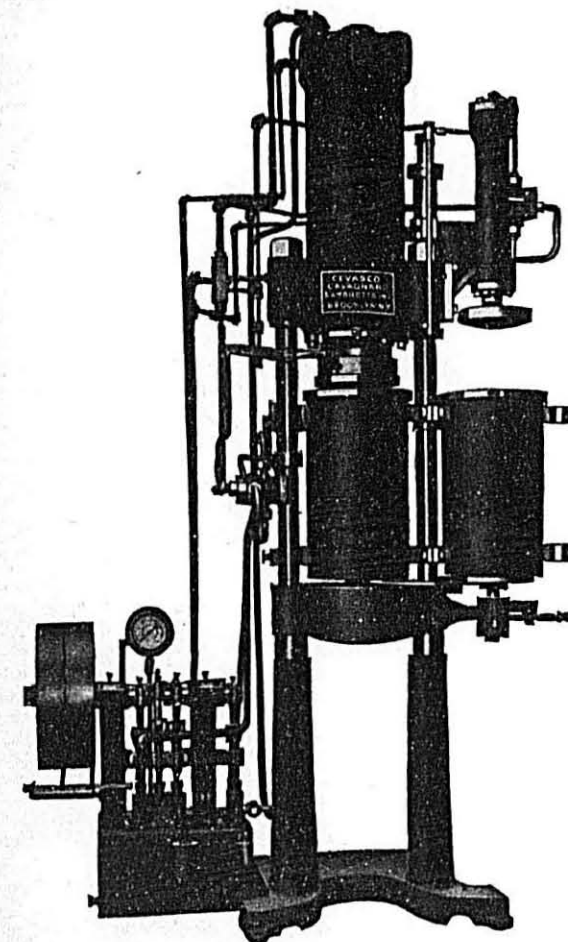
Consolidated Macaroni Machine Corporation

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 is concentric.

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

Secrets of Successful Trade Marking

By **Waldon Fawcett**

Written Expressly for The Macaroni Journal

The Trade Mark in the Premium Campaign

No surprise is occasioned when good friends in the macaroni community write asking how an established macaroni mark may be transplanted or temporarily extended to premium goods, coupons and certificates. Such inquiries are wholly logical at this time, because in every branch of the food field the use of premiums has increased tremendously these past few years, with no signs of a letup in the promotion. And it is only natural that the macaroni marketer whose business good will is symbolized by a long established or well advertised trade mark should desire to associate that mark with any gifts or souvenirs which he gives to his customers.

At first glance the problem of stretching a macaroni or noodle mark to cover an accompanying premium has no terrors for the average marketer. But when one scrutinizes the proposition more closely it is seen that it conceals certain responsibilities and even complications. To be sure, the mere act of making a premium article into a billboard for the display of a macaroni mark is an operation as simple as that of drafting a counter sign, a car card, or a windshield sticker for trade mark display. The plot thickens only when and because some members of the trade have the idea of entrenching a sympathetic premium mark in its own right.

In other words, some interests in the group have asked at Washington whether for the sake of their good will security it were not just as well to obtain a separate trade mark franchise covering premiums and operative parallel to the main trade mark franchise covering the macaroni line. This ideal of the premium mark as a separate entity isn't impossible of attainment. But there are certain difficulties to be dodged or surmounted if the premium mark aspires to national or Federal registration under the somewhat strict rules in force at the U. S. Patent Office. It is just as well to know the whole lay of the land before one embarks in an adventure in premium advertising and distribution.

We will assume that if the macaroni premium giver does not manufacture his own premiums he has, first of all, made arrangements with his premium supplier. If a macaroni mark is to be mounted as an extra "rider" on a premium it is presumably advantageous to have the mark affixed at the time the premium is manufactured. With some premium items imprinted after delivery is entirely feasible. But in most instances it contributes to

ensemble appearance to have the marketer's mark integral with the premium article. The premium outfitter may or may not according to the circumstances, ask extra remuneration for placing his customer's mark at the time of manufacture.

More important from this angle, than the arrangement for processing the mark on the premium, is the arrival at a full understanding with the premium supplier in respect to the addition of the macaroni mark. If the premium is a stock article it is possible that the manufacturer may have in use his own trade mark designed to identify that particular premium as his product. In such event he may object to the presence on the goods of a premium-user's mark, fearing it will bring about confusion. Or if he does consent to have the macaroni mark associated with his factory mark, he may demand that the visiting mark be subordinate in size or display to the major brand.

Supposing that matters have been satisfactorily settled one way or another with the premium provider, we come to the red tape that looms for every macaroni identifier who desires to distinguish his premiums as he does his food specialties. First of all he it said, there is no cause for the expressed fear that a premium giver cannot have his trade mark on his premium because he does not manufacture the article. A trader who selects and distributes an article in interstate commerce is just as much entitled to a trade mark as the firm that produces the article. Where the rub comes at the U. S. Patent Office, is in respect to the qualifications of trade mark *use*.

Uncle Sam's censors are usually pretty strict in demanding for every accepted trade mark a bona fide use in trade between the states. In their eyes "use" is synonymous with "sale" of goods. It is on this reasoning that they have every now and then refused registration for a trade mark for use on free samples. They have taken the position that free sampling is nothing more than a form of advertising and will not support a technical trade mark. The macaroni premiumist may as well be prepared for this prejudice at the trade mark clearing house at Washington. Of course if a macaroni premium calls for a payment in cash in conjunction with surrender of coupons, wrappers or sections cut from cartons, there is little chance for quibbling on this score. That out of the way it will remain only to convince the Federal gatekeepers that the mark on the

premium is not a mere advertisement but actually functions as a means of identifying the goods when the premium is parted from the macaroni.

To forestall possible disappointment it remains also to forewarn macaroni marketers that under no circumstances is it possible to obtain Federal credentials for a premium itself as a trade mark identifying the goods with which it is affiliated. This is a strategy which has appealed strongly to some distributors of small premiums—premiums of a character, size and shape to permit them to be tied to or combined with principal items. For example, candy manufacturers who wrap modest prizes or premiums with their wares have tried repeatedly to draft the bonus as a badge for the main article.

So far all our thought has been with reference to pedigreed trade marks as a means of consolidating the macaroni line and its premiums. But frankly now, the macaroni marketer who encounters difficulties at the Patent Office, or who hesitates to even risk expense money on an uncertainty is entitled to the comfort of the knowledge that insofar as premiums alone are concerned, it does not very much matter whether or not the marks are registered. For the macaroni mark which is destined for the long pull let us have a registration by all means, if it is possible to obtain. But for the premium which is presumably to be used for only, say a year or two, registration is not a matter of life and death. The mark may be used on premium goods without being registered for that class of commodities and it will serve all the purposes of publicity that it could accomplish if registered.

Granting for the sake of argument, that the presence of the inspiring macaroni mark is desirable on every premium article that goes out under its auspices, the fact remains that there are circumstances aplenty in which it is desirable that the transplanted mark on the premium shall be unobtrusive. Particularly is this the case with an article (say a macaroni spoon or fork) which is destined not for transient service but for permanent use, and which is desirable on the dinner table when guests are present. The fact that sensitive hostesses balk at premiums that flaunt their commercial origin does not mean that it is not practicable to tuck away a macaroni mark in such position on an enduring premium that it will be frequently visible to the

(Continued on Page 29)

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Making Macaroni Pay!

PROFITS
TAXATION
Low direct taxes. No Manufacturers Tax.

HIGHER
SHIPPING
On Reading Main Line. Inter-trunk Connections.

TO
BUILDINGS
Modern, Concrete and Brick, 4 in All.

STEP
POWER
Modern Water Power Plant for Current and Light.

BY
WATER
Plentiful and Free of Chemicals.

STEP
LABOR
Native, Intelligent, Ample and Can Be Had at Reasonable Cost.

--And How?

SITUATED in the heart of the great eastern markets . . . easily accessible by trunk line railroad connections and miles of improved highways . . . including over-night carload service to New York and other metropolitan centers . . . Modern plant consisting of four buildings, totaling approximately 95,000 square feet . . . equipped with building, already installed pump and other facilities for own water power plant for current and power . . . Plentiful supply of chemically pure water . . . Ample, intelligent labor, commanding low wages . . . Located in a small village within a few miles of state capital, thus offering opportunity for headquarters office readily accessible to plant . . . Low direct taxes and no manufacturers tax . . . Shipping facilities of the best, including 800-foot siding connecting with same main trunk line upon which is situated famous Hershey Chocolate Company plant . . .

. . . AND THAT'S NOT ALL OF THE STORY . . .

PROFITS MUST BE BASED ON COSTS—LOWER COSTS MEAN HIGHER PROFITS
Opportunity to make macaroni pay? Here it is. Take advantage of it. Investigate further for additional details. Inquiry cordially invited.

A. J. Barber & Company

916 Coal Exchange Building
Wilkes-Barre Pennsylvania

Association Directors in Important Session

Trade and organization problems studied by Board at New York meeting November 4. Radio advertising program of New York manufacturers approved and all urged to join in the nation wide "share-the-work" movement endorsed by government and trade bodies to relieve unemployment.

The officers and directors of the National Macaroni Manufacturers association met in New York on November Fourth to tackle the many problems that have presented themselves since this body's last meeting in June. President Alfonso Gioia of the association presided over a working majority of the governing body that toiled effectively the entire day. The meeting was held at the Commodore hotel and was attended by a group of progressive manufacturers from the New York Metropolitan area who were alive to the need of some sort of cooperative promotional work to increase the use of macaroni products and presented a plan to bring about this desired result.

At the June meeting of the directors President Gioia was authorized to bring about more harmonious relations with all groups and he has worked faithfully along that line. Several former members have rejoined the National association at his invitation and more stand ready to do so as soon as the organization agrees to sponsor activities in which they are primarily interested. Some of the largest and most progressive bulk manufacturers in the New York district are in this position and will soon resume their rightful place as members of the National association, supporting its activities and benefiting from its action.

They are primarily interested in promoting a local radio advertising campaign and their representative, Andrew Luotto, explained their plans in detail. These call for a weekly program over a station of the calibre of WOR at Newark that blankets the eastern territory from Boston to Philadelphia and the interior as far west as Pittsburgh and Buffalo. These New York manufacturers have carried forward their plans to the extent of raising the necessary funds, producing electrical recordings of some of the best operas by the well known opera stars and arranging a macaroni hour between 2 and 3 o'clock every Sunday. They asked the National association to sponsor the campaign and to supervise its conduct. The directors approved the campaign in principle, but hesitated to approve the adoption of an Association seal or emblem to identify a member's connection with the broadcasting program.

The campaign as proposed is to advertise macaroni products made from semolina, stressing the food value of semolina goods. It has the financial support of the durum millers and of nearly all the leading bulk goods manufacturers in the eastern states. Feel-

ing that they had no authority to sponsor an advertising program supporting only macaroni made from a specific raw material, the directors voted approval of the radio broadcasting plan in principle and agreed to refer to the membership the point in doubt. Just what effect this decision will have on the early launching of the New York campaign the spokesmen were in doubt, but the opinion prevailed that the campaign would soon be under way as there is great need for promotional work of this kind if consumption is to keep pace with production in that area of heavy capacities.

According to the plan proposed the National association would not only fall heir to the costly and rare records of the world's leading operas but members in all areas would be privileged to use the electrical transcriptions without cost other than the time charge of radio stations selected to do the broadcasting.

To fully consider the proposal and to dispose of other important matters that confront the macaroni men, the directors voted unanimously in favor of a midyear meeting to be held in Chicago in connection with the annual convention of the Canners next January. Arrangements will be made and broadcast by Secretary Donna as to exact date and place of meeting and a large attendance is expected despite backward conditions that prevail in the trade at present.

The activities of the 4 departments of the National association were reviewed and the recommendations of the several special committees considered. To test the sincerity of the manufacturers who have been clamoring for some form of cost information exchange the statistical department was advised to prepare a short questionnaire covering not to exceed 10 important factors, submit it to a selected group to learn their reaction to the idea and if found popular to repeat it several times throughout the production year. The educational department reported some excellent results in its work against artificial coloring and misbranding and solicited the moral and active support of the members in its cleanup campaign. The opposition to the macaroni amendment to the Federal Food Laws that manifested itself last winter has vanished and from reports made to the directors everything seems to be favorable for the passage of the amendment at an early date by the new Congress.

The macaroni container simplification proposal presented so many almost insurmountable obstacles that the committee to which the matter was referred last June has practically decided to let the matter drop for the present. Relative to the proposal to unite with

other food trades in an all-embracing association, the special committee appointed to consider the proposal decided that the best interests of the macaroni manufacturing trade could probably best be served by an independent organization such as is now functioning. Further consideration is being given the proposal.

The meeting fully approved the idea of "sharing the work" among macaroni workers as a means of alleviating the serious unemployment situation. The "share-the-work" campaign as approved by the President of our country and by the 12 Federal Reserve District heads is recommended for general adoption by macaroni employers everywhere. Association members are urged to set up plans for sharing work in their own plants and to take part in the movement in their respective communities.

Among the officers and directors in attendance at the New York meeting were: President Alfonso Gioia of Rochester, N. Y., directors A. I. Grass of Chicago, Frank J. Tharinger of Milwaukee, William Culman of Long Island City, R. V. Golden of Clarksburg, W. Va. and G. LaMarca of Boston; Adviser Frank L. Zerega of Brooklyn; Dr. B. R. Jacobs, Washington representative of the National association and M. J. Donna, secretary-treasurer. Among the visitors from the New York district were Andrew Luotto, former secretary of the General Macaroni association, V. Giatti of De Martini Macaroni company, C. Ambrette of Consolidated Macaroni Machinery Corp., J. Romeo of Brooklyn Macaroni company, A. D'Amico of D'Amico Macaroni company and L. LoBue of LoBue Brothers.

Fortune in Football

John L. Fortune, until recently president of the Fortune-Zerega company, Chicago and still very much interested in the macaroni manufacturing industry, is well proud of his son who is starring this season on the varsity football team of Princeton university. He is the regular right tackle on the team. Against the Lehigh university team on Nov. 5 he not only played a wonderful offensive and defensive game but kicked 5 goals from placement for extra points that enabled his team to win by a wide margin.

"Footballer" Fortune gets much of his brawn from a regular diet in which macaroni products form an important part.

Gone to Winter Resort

Frank L. Zerega, the National association adviser is wintering at Sulphur Springs, Va., a popular vacationing ground that he visits yearly. He is accompanied by Mrs. Zerega.

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Time to Give Thought to Your 1932 Tax Returns

By W. Clement Moore, Cost and Tax Consultant, Assistant District Manager Wolf and Company, Official Accountants for the National Macaroni Association.

It is not a wise move to leave all matters connected with your Federal, state, municipal and other tax returns, until it is time to either file the return or pay the tax.

The last minute decision in such matters nearly always proves wrong.

Losses Should Be Determined Early

As an example many individual taxpayers, will no doubt, claim stock or other losses on their Federal tax returns, and it is well to know that treasury officials do not wholly approve of the method of determining stock losses on the last day of the year. This does not mean that such losses will not be allowed, for if they are honest losses brought about in accordance with the regulations they will be; but it is far better to take your losses earlier in the year if it is right and proper to do so and thus dispense with all suspicion that the same stock might be repossessed shortly after the return is made.

Obsolescence Important

Many new types and kinds of machinery adaptable to your business continu-

ally appear in the market. And many old style machines are being scrapped or put to one side as of no further practical use.

The Federal tax law under the Act of 1932 as well as previous Acts, provides for reasonable deductions from income due to obsolescence of machinery, buildings or equipment. But such obsolescence must be definitely determined, either by contract for the new machine or by motion of your board of directors to set aside a reserve for the next 2, 3 or 4 years; such reserve to provide for new machinery or assets of whatever kind may be needed to take the place of the old, which will become no longer adequate or satisfactory as a useful asset in your business.

Obsolescence represents a definite loss of use or discontinuance, of an asset at some given time; and the writing off of the remaining value of such asset during such remaining time.

To make the matter clear we will assume that you have a machine for which you paid \$1,000 and you have charged

depreciation against it for 5 years at 10% a year. That would mean that you have written off to depreciation \$500 or half the value of the machine. Hence that asset or machine is now on your books at a net value of \$500 with an estimated 5 years of remaining useful life.

However a new machine has just been invented, which materially affects your business. The new machine is so revolutionary that you know today, that by 1935 you will be forced to discard your present machine and install the new, or lose your trade. Thus your old machine will become obsolete during the next 2 years.

In such a case you should definitely plan to buy the new machine in 1935 and write the balance of \$500 on your old machine off in the next 2 years, at the rate of \$250 or 25% a year instead of 10% or \$100 a year. The additional charge of profit and loss being a credit to your depreciation reserve due to obsolescence.

Other factors will be given consideration in future bulletins. Members are invited to submit their tax problems to the Association office for advice and suggestions.

About the only pleasure some folks get out of life is in being perfectly miserable.

DO YOU BELIEVE IN PREPAREDNESS?

The steady increase in orders reaching us daily declares a busy season.

Remember your customers regard the appearance of your pastes.

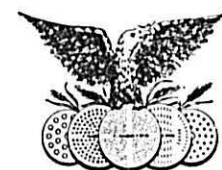
Safeguard this all-important feature by ordering

MALDARI'S INSUPERABLE MACARONI DIES

or by sending your old Dies to be repaired in first class condition

TO:

F. MALDARI & BROS., INC.



TRADE MARK

178-180 Grand Street

New York, N. Y.

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

MACARONI

A Healthful, Sustaining and Economical Food

"Not by Bread Alone"

By Dr. Harvey W. Wiley

Proteins are essential body and muscle building elements. These are found in meats and are most plentiful in the gluten cells of the wheats from which Macaroni Products are made. Dr. Harvey W. Wiley in his book, "Not by Bread Alone," Page 52 says:

Among the cereal products rich in protein, one of the most important is MACARONI. The average amount of protein in MACARONI is over 12%.

MACARONI is usually made of a wheat

rich in protein and it is a wholesome, nutritious and palatable food.

This food has about twice as much mineral matter as ordinary white flour, containing about two thirds of the total mineral matters of the wheat itself.

Hence as a source of protein in diets rich in nitrogenous elements, MACARONI is preferable to many other foods.

As a Change From Potatoes

By Henry Mueller, former president National Macaroni Manufacturers Association

Macaroni and spaghetti contain

pound for pound much more nourishment than potatoes.

Used as a change from potatoes, even if only 3 or 4 times a week, MACARONI PRODUCTS furnish a wholesome, appetizing and muscle building food.

Busy housewives should appreciate MACARONI because of its ease of preparation, no peeling, no staining of hands, no loss due to decay, all this in addition to short time necessary for its preparation in comparison with potatoes.

sage of ventilating air, traps and drains water splashed into the air openings at the bottom of the elliptical shape chambers. Another original feature is a shaft guard which breaks the force of a stream directed along the shaft extension and prevents water from entering the bearing chamber.

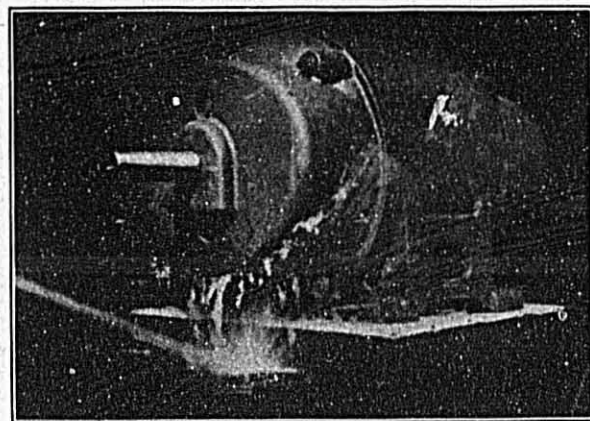
The accompanying cut from an unretouched photograph shows one of 8 practical tests in which the motor, while operating at 1800 r.p.m. was subjected to direct streams and water splashed from various angles. An inspection immediately following these severe tests showed the winding and entire inside of the motor to be perfectly dry.

Formerly it has often been necessary to protect open motors with sheet metal covers which seriously restrict ventilation, or to install expensive fully enclosed motors in which considerable con-

3/4 cupful of minced cold meats (a mixture of ham, tongue or leftover meats may be used). Season with salt, pepper, a dash of cayenne, and 1 tablespoonful of minced parsley. Put the macaroni into a buttered casserole and pour the sauce over it. Sprinkle generously with grated cheese and brown in the oven.

A Splash-Proof Motor

The first splash-proof motor to prevent entrance of water splashed with terrific pressure from any angle, yet adequately ventilated and built in the same dimensions as standard open motors, has



Louis Allis Splash-Proof Motor undergoing a practical test.

been perfected by the Louis Allis Co., Milwaukee, Wis.

A double baffle in an elliptical shape air passage in each endbell provides the remarkable protection offered by this new and original motor. This unique construction while permitting free pas-

sation occurs when operated in moist atmospheres. The new Louis Allis Splash-Proof motor offers the most effective, economical and practical protection in numerous applications where motors are subjected to splashing and dripping liquids or other falling particles.

Dinners That Will Wait

By INEZ SEARLES WILLSON
In Better Homes and Gardens

Frequently it is impossible to count on the prompt appearance of some member of the family. The wise woman fortifies herself for such occasions by planning dinners that will not grow "sad" in waiting.

There is, I am sure, no greater source of irritation to the homemaker than to have to keep an overdue dinner warm and palatable. Yet there are many times when it is impossible to count on the prompt appearance of some member of the family, and so the wise woman fortifies herself for such occasions by planning dinners that will wait and not grow sad in waiting.

I am suggesting a group of dinner menus the food for which will not be ruined by standing a while. Many of the dishes may be prepared ahead of time; many of them need only to be reheated or browned in the oven.

There are certain types of dishes that are especially adapted to the dinner that must wait, casserole dishes for one. Standing a short while really improves their flavor! The final cooking of many casserole dishes is simply reheating, and it does not matter when it is done; or a little extra cooking does not do any great harm. Creamed dishes for the main course also answer the question nicely, and oven cooked meals as a whole keep better than most. With a salad crisp and "setting" in the refrigerator and a ready-to-eat dessert it is a simple matter to set out a dinner that all will enjoy in the happy frame of mind that is essential to good digestion.

Recipe for a main dish especially recommended is:

Casserole of Macaroni and Meat (Serves 4)

Break 1/2 package of macaroni into inch lengths and boil in salted water until tender; drain. Make 1 cupful of thin white sauce, and to the white sauce add

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A Splendid Turkey

Stuffing - - -

By Mrs. Alberta M. Goudiss, Editor of "The Forecast"

Macaroni stuffing's flavor absorbing qualities, its ease of preparation, its perfect blending with other ingredients, its digestibility and its economy make it an ideal stuffing for the Thanksgiving Bird or other fowl.

The culinary event we are all anticipating is the stuffing of the Holiday Bird—Old Mr. Turkey.

In my childhood this was almost an occasion. Thanksgiving was always spent at Grandmother's and we children used to gather around in silent awe to watch her put savory cupful after savory cupful into Mr. Turkey's yawning inside. It was thrilling to watch the bird grow plumper and plumper before our astonished eyes.

Grandmother had a little trick of filling an extra pan with her favorite stuffing, which she would bake, all crusty and golden brown, save it for reheating and serving with cold sliced turkey later.

Although cooking practices have changed since Grandmother's time the method of stuffing the Thanksgiving Turkey remains the same and it is still one of the most engrossing events of the holiday meal preparation. To many cooks stuffing is stuffing—no distinction being made as to selection of

stuffing that will give perfect harmony of flavors with the correct nutritional balance.

For that Thanksgiving Turkey I'll give you one that is ideal—one that you'll love. It is MACARONI STUFFING. Takes only a few minutes to make, but OH HOW TASTY! Here's how it is made:

1/2 pound MACARONI
2 eggs
2 teaspoons paprika
4 tablespoons shortening
4 or 6 onions, chopped fine
2 teaspoons salt
2 teaspoons poultry dressing.

Cook MACARONI about 6 to 8 minutes in 4 quarts boiling water, adding 1 teaspoon salt and 1 tablespoon shortening. Drain macaroni and add melted shortening. Then add eggs, onions and seasoning. Stuff mixture into turkey, not too tight.

This MACARONI STUFFING is not compact and heavy as are most stuffings, but has a very desirable lightness. It is easily digested, most nutri-

tious, supplying a great deal of carbohydrate, a large amount of mineral matter and some valuable protein.

Children and grownups will find MACARONI STUFFING in your THANKSGIVING TURKEY unusually savory and tempting, and it will immediately become a prime favorite in your household.

(Note—Though this was offered the trade last year it is so splendid a recommendation, so timely and opportune, that it bears repetition now. Editor.)

Chicken Rigatoni

A product that seems to be exceedingly popular with lovers of Italian foods is being marketed by the Brooks Food Kitchens of Chicago. It is known as Chicken Rigatoni, a dish long a favorite in homes, hotels and restaurants but for the first time offered commercially. Chicken Rigatoni is made of "Zita," a large macaroni filled dish with choice chicken meat suitably seasoned. It is very palatable and is delicious for a change from potatoes and other forms of macaroni products. Other macaroni dishes marketed by this firm are "Chicken and Noodles," "Spaghetti and Mushrooms" and "Spaghetti and Tidbits." They are packed in glass or in the economy or thrift package.

If men were serpents, women would all want to be professional snake charmers.



Though Trifles
Make
PERFECTION
Is No Trifle

Q
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The Star Macaroni Dies Mfg. Co.
57 Grand St.
New York City

S
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C
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Volete Una Pasta Perfetta ESquisita

Usate!



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

FOODS

By Florence Donnelly

DO YOU KNOW!—

That alfalfa roots make an agreeable vegetable and alfalfa flour has been produced from the dried leaves for blending with wheat flour.

That the apricot is a native of Asia. It was first cultivated in England in the 16th century. It is eaten fresh, candied, dried, canned and made into jam. It is now one of California's most important fruit crops.

That in Italy dried artichokes are used much in soups—also cooked with meats.

That the Romans were fond of asparagus. In Europe the seeds are used for coffee in some sections. Asparagus beds have been known to keep on producing for 100 years.

The word "avocado" is Spanish for "lawyer." It is also called alligator pear and butter pear. It is widely grown in Florida and the West Indies.

That crackers in England are called biscuits—and biscuits are called biscuits, too. The sweet types are usually called biscuits in this country, the unsweetened are called crackers. The word biscuit comes from the French, meaning twice cooked.

That bisque ice cream is ice cream containing crushed macaroons, usually.

That Singapore is the chief market of birdsnests for soup. As much as \$30 per lb. is paid for the best grades—and there are about 50 nests to the pound.

That bamboo shoots are a favorite vegetable in China and Japan. They are boiled, fried, added to soups or stews, salted and served with rice and butter, pickled or candied. Under favorable circumstances the bamboo grows 20 feet in height in 6 weeks. Sometimes—a foot or more within 24 hours.

That the abalone, a large sea snail often 30 inches in circumference, is used for food in the Pacific coast states. The abalone shells provide "mother of pearl" much used in making ornaments and buttons.

That acorns years ago were widely used as food—several varieties of sweet acorns are still popular in southern Europe.

That Dutch anchovies are cleaned of their scales—the French and Italian are not. The choicest of the native anchovies is the rather large California anchovy.

Facts about Bacon

Bacon is the cured and smoked meat of the back and sides of the pig. The choice pieces are known in the trade as "breakfast bacon." The best has a thin rind and fairly even streaking of lean and firm, white fat. Bacon is nutritious as well as popular. Broiling is recommended as the best way to prepare it. Careful frying does well, too. Bacon

should be kept in a cool place, never exposed to the sun.

Bananas Grow "Upside Down"

The banana has the reputation of being the most prolific food plant known. It is now cultivated in all tropical countries. Bananas grow "upside down" as compared with the way they hang in stores—the small end of the fruit pointing upward. One good sized banana equals 2 average slices of bread in energy value. In the tropics bananas are baked and cooked both as a vegetable and as a dessert, made into flour for bread, dried black in the sun the way figs are dried, preserved with sugar and with vinegar—and they also make a banana drink somewhat like cider from the fruit.

Some Pointers About Motors

Many motor applications in the food industries present distinctive problems due to hazards peculiar to such industries. The National Electric Code recognizes this fact by defining as "Class II" hazardous locations "those in which (1) combustible dust is thrown or is likely to be thrown, into suspension in the air in sufficient quantities to produce explosive mixtures, or (2) those where it is impracticable to prevent such combustible dust from collecting on or in motors, lamps, or other electrical devices in such quantities that they are likely to become overheated because normal radiation is prevented."

This class may include such locations as some parts of flour mills, feed mills, grain elevators, starch plants, and sugar, cocoa, and coal pulverizing plants. In most localities the requirements of the National Board of Fire Underwriters for such installations are enforced by municipal ordinances. It is usually mandatory that service entrance, switchboard and control equipment, and any auxiliary apparatus which tends to create sparks or high temperatures, should not be placed in such hazardous locations, and that where this requirement is impracticable all live parts be enclosed in dust-tight metal cases with provisions for external operation. Often it is best to install such equipment in a separate dust tight room, with a self closing door. Circuit breakers are usually required to be dust tight, or dust tight oil immersed.

Where combustible dust is likely to be

REVIVE TRADE ASSOCIATION

One of the first steps to be taken is to resell every trade association member and every industrialist not now an association member on association needs, purposes and plans. This CAN be done . . . there never was a time when business men were so eager to cooperate toward the saving of their industry.—George F. Barber, salesmanager, Reading Paper Mills, Reading, Pa.

present in sufficient quantities to produce explosive mixtures, brushes and sliding contacts of machines should be inclosed in substantial dust tight housings, or the motors and generators should be totally inclosed, totally inclosed fan cooled, or totally inclosed pipe ventilated. The code recommends that all motors installed in dusty locations, whether or not explosive hazards exist, should be of these types. An alternative is to install such equipment in separate dust tight rooms designed to exclude dust, but properly ventilated from a source of clean air by means of metal vent pipes extending to the outside of buildings.

The National Electrical Manufacturers association has agreed upon standard type motors which give excellent service under severe operating conditions. For locations where excessive moisture requires drip proof apparatus, general purpose motors may be had with separate hoods over the motor proper—increasing its dimension but not interfering with normal ventilation. Drip proof motors with covers integral with the end shield are also available. Motors of this latter type may be had with additional semi-enclosed features integral with the end shields. Other standard types are the semi-enclosed, totally inclosed, fan cooled totally inclosed, separately ventilated, and inclosed self ventilated machine.

Where apparatus will be subjected to unusually severe conditions, the manufacturer's engineering department should be consulted.

To know how to wait is the great secret of success.

Cheating Yourself

Failing to report an accident even though it may be of a very minor nature, is a good deal like cheating in a game of solitaire. There's no kick in winning anything whether a no-accident record or a game of cards if the old conscience keeps telling you that you "pulled a fast one."

Don't belittle the importance of reporting those trivial accidents that cause no injuries and little or no property damage. From the company's safety viewpoint they are as important as major accidents.

The circumstances involved in a minor accident may be the same as in a major one. A trivial mishap indicates that something is wrong, just as much as a more serious one. If the company gets a report of all accidents it can more easily plan an effective safety program.

False damage claims moreover, often follow minor accidents. If your report is on record neither you nor the company need have anything to fear from these hijackers.

In driving as in anything else you won't go wrong by playing fair with your company and yourself.

No man is born without faults. He is best who has the fewest.

National Safety Council Heads

New officers of the National Safety Council chosen by the executive committee are:

President, J. I. Banash, consulting engineer, Chicago; vice presidents: public safety, Robert I. Catlin, Aetna Life Insurance Co., Hartford, Conn.; engineering, J. E. Culliney, Bethlehem Steel Co., Bethlehem, Pa.; industrial safety, George H. Warfel, Union Pacific Railroad, Omaha; Membership, Howard B. Fonda, Burroughs Wellcome Inc., New York city; local safety councils, John E. Long, supervisor of safety, Delaware & Hudson Railroad, Albany, N. Y.; business administration, G. T. Hellmuth, general claims attorney, Chicago, North Shore & Milwaukee Railroad, Chicago; health, Dr. Cassius H. Watson, medical director, American Telephone and Telegraph Co., New York city; education, Albert W. Whitney, associate general manager, National Bureau of Casualty & Surety Underwriters, New York city.

Treasurer, Will Cooper, Stevens Hotel Co., Chicago; managing director and secretary, W. H. Cameron, Chicago.

Executive Committee of Food Section

General Chairman, Henry J. Mineur, Burden's, New York; vice chairman, Frank A. Hasse, Corn Products Refining Co., Chicago; secretary and News-Letter editor, J. J. Zeitner, Continental Baking Co., New York.

Committee Chairmen—Membership, Robert Fleming, Kellogg Co., Battle Creek, Mich.; program, W. C. Washburn, Sheffield Farms Co., Inc., New York; poster, Thomas Strobar, Wagner-Taylor Co., Philadelphia; statis-

tics, T. A. Schendel, Premier Malt Products Co., Peoria, Ill.; engineering, J. J. Lyons, John F. Jelke Co., Chicago; publicity, Ruth E. Cade, A. E. Staley Manufacturing Co., Decatur, Ill.

Members at Large:

William F. Barrett, Horn and Hardart Baking Co., Philadelphia, Pa.

W. P. Bell, California and Hawaiian Sugar Refining Corp., Crockett, Cal.

D. M. Clark, Grain Elevator Superintendents of North America, Chicago.

Morris Cohen, Schulze Baking Co., Kansas City.

Will Cooper, Executive Offices, Stevens Hotel, Chicago.

Alexander Dienst, National Sugar Refining Co., Long Island City.

Paul Goodnough, Quaker Oats Co., Chicago.

E. W. Green, Oahu Sugar Co., Ltd., Wai-pahu, Oahu, T. H.

C. E. Griffin, Axton Fisher Tobacco Co., Louisville.

Elmer Heimbach, Manager, Hotel Allen, Allentown, Pa.

S. B. Horrell, Carey Salt Co., Hutchinson, Kan.

Robert McDade, Atlantic Sugar Refineries, Ltd., St. John, N. B.

Adolph Pfeffer, Adolph Pfeffer Rice Milling Co., Houston, Texas.

E. Sullivan, Loose-Wiles Biscuit Co., Kansas City.

Vern D. Sutton, Postum Company, Battle Creek, Mich.

C. W. Turning, J. R. Harper Co., Dabuth, Minn.

R. W. Upshaw, Anheuser-Busch Inc., St. Louis.

Earl Whitelock, Washburn Crosby Co., Inc., Buffalo.

F. Wehlers, Southern Cotton Oil Co., Savannah.

When money talks to the most of us it is at the end of a long distance phone.

Shooting Macaroni Holes

Then there is that macaroni story heard frequently in food circles that the men who are employed during the summer months shooting the holes in Swiss cheese spend their winter months shooting holes in macaroni.

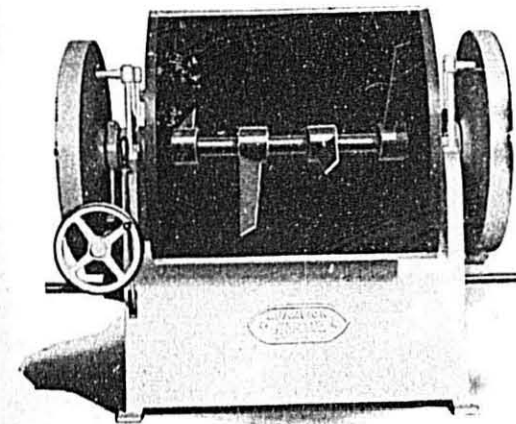
In direct contradiction is another "macaroni hole story" which says that the hole is made "by taking a solid strand of dough, turning it inside out so that the inside will be on the outside, the outside on the inside, leaving nothing on the inside—hence the macaroni hole." Ridiculous? Perhaps, but by "hole-ly" mac, how does that hole really get in the "macaroni stick?"

Safety Spark Plugs

Think.
Be alert.
Drive carefully.
Stop, look, listen.
Don't hurry—start early.
Is your car under control?
The train has the right of way.
Every mother's plea: Drive Safely.
Children should be seen—not hurt.
Frequent inspection—your protection.
Save the flowers—say it with brakes.
After the wreck comes the reckoning.
Jaywalking—a short cut to the hospital.
The best traffic rule of all—the Golden Rule.—The Safe Driver.

Thumbs down on thumb-jerkers!

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. JOLIET ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson & Leonard Streets

New York, N. Y.

- Notes of the Industry -

Miniature Plant in Food Store

Store managers and macaroni buyers of wholesale companies were much interested in learning just how macaroni and spaghetti are made, by first hand study of the process at a miniature macaroni plant that formed the exhibit of the West Virginia Macaroni company at the Cincinnati Food Show last month. A visualization of the manufacturing process was supplemented by detailed explanations by R. V. Golden, general manager of the company, who was in charge of the exhibit. In his duties he was ably assisted by George M. Corbett and A. Muscatell of the company. They explained the various types of macaroni products to the store men, telling of the raw materials used and emphasizing the fact that only from the highest quality of raw materials can macaroni products be manufactured. These exhibitors advocated the sale of quality merchandise either in bulk or in packages, giving the consumer a high type product that will be profitable to manufacturer and distributor alike and give consumers satisfaction from which all will benefit.

Skinner Adds Line

The Skinner Manufacturing company of Omaha, Neb. for years prominent in the macaroni manufacturing field, is now marketing a new cookie dough ready to bake. It is somewhat along the lines of the prepared biscuit doughs that have been on the market for some time. The firm expects to develop this business into worthwhile proportions within the coming year.

Egg Requirements Explained

To enlighten egg macaroni and egg noodle manufacturers on quantities of eggs to be used in egg paste batches and to make formulas more easily understood, Dr. B. R. Jacobs, the National association's representative at Washington, D. C. offers this explanation.

"Under the Federal standards egg macaroni products are required to contain 5.5% by weight of egg solids. But these are computed on a moisture-free basis.

"On the basis of 14% of moisture, 100 lbs. of flour would contain 86 lbs. of dry matter and 14 lbs. of water. If to the 86 lbs. of dry substance we add 5 lbs. of dry eggs we will then have 91 lbs. of dry substance, and this mixture of dry eggs and dry flour will consist of very nearly 94.5% of flour and 5.5% of eggs.

"This, however, is a rather involved calculation and it is easier to tell the manufacturer to use 5 lbs. of dry eggs to 100 lbs. of flour as most flour will not vary greatly from 14% moisture."

Canadian Macaroni Industry

According to statistics compiled by the bureau of statistics of the Dominion of Canada for 1930, the latest available, there were 13 macaroni manufacturing

establishments in that country in that year with a capital investment of \$1,835,319.

The gross value of macaroni and vermicelli produced was \$1,246,147. The cost of raw materials used that year was \$726,478 and salaries and wages paid to 240 employes amounted to \$166,311.

Exports and Imports Off

The exchange of macaroni products between other nations and the United States has declined considerably according to figures prepared by the U. S. Bureau of Foreign and Domestic Commerce for September 1932. The exports declined nearly 50% over the September 1931 figures, while the import loss was approximately 32%.

Exports

The total quantity of macaroni, spaghetti and egg noodles exported in September of this year was 155,374 lbs. worth \$10,291. In September 1931 they totaled 309,228 lbs. valued at \$22,660.

For the 9 months ending Sept. 30, 1932 the exports were 2,425,531 lbs. with a value of \$164,460. For the first 9 months of 1931 the trade in this food from the United States to foreign countries totaled 3,672,247 lbs. with a value of \$272,783.

Imports

During September 1932 there was imported 118,661 lbs. with a value of \$7,240, as compared with 175,661 lbs. worth \$13,180, the September 1931 imports.

For the 9 months ending Sept. 30, 1932 the total imports were 1,559,230 lbs. worth \$107,622. The decline in trade is noted by comparing these figures with 1,677,513 lbs. worth \$125,186, the total imports for the first 9 months of 1931.

Government Durum Estimate

According to the estimate of the U. S. Crop Reporting Board prepared for release on October 1, 1932, the combined production of durum and other spring wheats was estimated at 269,919,000 bu. in comparison with 272,750,000 bu., the September 1, 1932 estimate and 104,742,000 bu. the 1931 harvest. The 5-year average including the 1924-1928 crops was 280,004,000 bu.

Durum wheat's share of the above estimate was placed at 43,397,000 bu. on

State	Average Yield Per Acre		Production			
	1919-28 Bushels	1931 Bushels	1932 Bushels	1924-28 1,000 Bu.	1931 1,000 Bu.	1932 Preliminary Estimate 1,000 Bu.
Minnesota	13.9	14.0	13.0	3,015	1,764	1,937
North Dakota	11.6	5.9	9.5	50,261	11,127	26,932
South Dakota	12.4	6.5	12.5	12,874	5,440	13,912
Montana	12.7	3.2	14.0	600	64	616
Four States	11.8	6.4	10.5	66,751	18,395	43,397

The September 1932 exports by countries are listed in the table that follows:

Countries	Pounds	Dollars
Netherlands	9,420	500
United Kingdom	17,500	896
Canada	14,086	1,536
British B. Honduras	1,112	70
Costa Rica	1,251	102
Guatemala	482	42
Honduras	12,945	503
Nicaragua	828	37
Panama	29,167	1,642
Salvador	246	30
Mexico	3,931	412
Newfoundland & Labrador	7,425	579
Bermudas	773	48
Barbados	286	22
Jamaica	155	15
Other B. W. Indies	649	59
Cuba	14,959	837
Dominican Republic	11,676	670
Neth. W. Indies	1,514	133
F. W. Indies	245	19
Haiti, Republic of	2,668	154
Virgin Islands	381	25
B. Guiana	150	17
Surinam	587	29
Venezuela	650	91
B. India	176	19
China	5,309	387
Hong Kong	1,215	124
Japan	3,310	141
Philippine Islands	7,932	795
F. Oceania	185	22
New Zealand	1,820	105
Union of South Africa	2,341	230
Hawaii	80,511	5,174
Porto Rico	44,484	2,274
Total	280,369	17,739

Studies Railroad Situation

Seeking information as to just what can best be done to improve conditions confronting the railroads of this country the Chamber of Commerce of the United States recently distributed a report prepared by a special committee on railroads in which 12 propositions are presented for study. The vote of the members of the chamber is sought on all the 12 proposals of the committee in Referendum No. 62, all votes to be submitted on or before Dec. 12, 1932.

As a member of the National chamber,

the National Macaroni Manufacturers association's attitude will be voted by the board of directors to which the matter is being presented for study and decision.

New A. T. A. E. Officers

Confidence in the future of the trade association movement and in its importance and value as an instrumentality to aid American business was emphasized by business leaders and professional men who addressed the 13th annual convention of the American Trade Association Executives recently in Atlantic City. There was no lack of faith on the part of the trade association executives in the properly directed and adequately supported trade association.

The officers elected are as follows:

President, Roscoe C. Edlund, manager, Association of American Soap and Glycerine Producers, Inc., New York, N. Y.

Vice President, Paul S. Collier, secretary-manager, Northeastern Retail Lumbermen's association, Rochester, N. Y.

Treasurer, E. P. Chalfant, executive vice president, National Standard Parts association, Detroit, Mich.

Secretary, Miss Frances M. Merrin, secretary, Michigan Laundryowners association, Detroit, Mich.

"N.G."—If your work is only negatively good, it can thus tersely be expressed.

QUALITY SEMOLINA

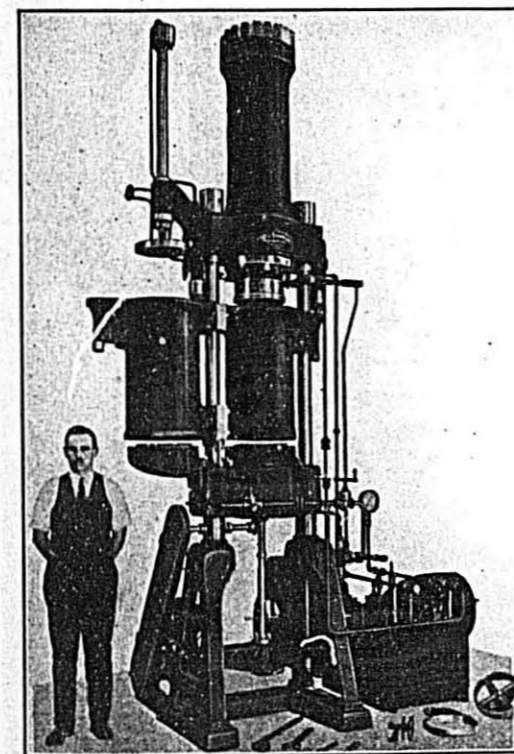
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Harrison, N. J. - - U. S. A.

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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, Braidwood, Ill.

PUBLICATION COMMITTEE
ALFONSO GIOIA FRANK L. ZEREGA
M. J. DONNA, Editor

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

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

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

Vol. XIV November 15, 1932 No. 7

Curb Window Display Racket

Advertisers who feature their products in window displays were caused much apprehension because of developments in Chicago and in other large cities where attempts were made to form so-called unions whose men must be used in all installations if store proprietors were to get protection(?). Only by prompt and determined action on the part of the officers of the International Association of Display Men in exposing the whole plan as a racket was the culmination of the nefarious plan made impossible. As a result national and local window display advertisers need not hesitate about display installation contracts.

During the late summer in Chicago an attempt was made toward the unionization of Chicago display men. Installation experts were approached while on

jobs and told that if they did not join the union(?) they could not trim windows in that city. Dealers were threatened, when needed, that their windows would be smashed if they continued to allow displays to be installed by "nonunion window trimmers." Advertisers were written to the effect that their displays were being installed by scabs and that members of the unionized window trimmers stood ready to do their work, giving names of several newly organized service companies.

Investigation proved that the new service organizations were officers of the non-union and that the whole affair was merely another racket. United action by authorities, aided by the officers of the display association put an early end to the new "easy money scheme" by which users of window displays would have been systematically filched out of money that is hard to get.

Preparedness

WHEN THE SUN SHINES AGAIN who'll be in the shade?

Sometime the dark clouds of depression will roll past. Sometime men will go back to work, houses will be built, merchandise will be bought, bills will be paid.

Sometime the sun will shine again. And when it does who will be left in the shade?

New leaders are already arising in America. Some of the men who held the reins before 1929 are letting their leadership go by default.

Whoever said "eternal vigilance is the price of success" knew that eternity must encompass bad times as well as good.

There are businesses which are actually prospering today. Some of them are better off than they were in the so-called boom days.

Tomorrow they will be ready to step into the limelight. Tomorrow America will pay homage to new leaders—leaders who have accepted today's challenge, who have worked and schemed to forge ahead while others were content to wait

for the storm to blow over, or at most raise a protective umbrella.

Right in our own industry we have manufacturers whose minds are not dulled by the glare of red ink. They haven't waited for the sun to shine in order to make hay. They haven't marked time. Instead they have fought every inch of the hard road since 1929. And they have been rewarded.

Their volume of business and their earnings may not have increased during the last 3 years, but they have kept their organization intact, their plants ship-shape and every department in a position to take fullest advantage of every opening; that a resumption of normal business is sure to bring.

The ground they have gained during depression will not be lost when buying habits loosen up again.

Blaze Razed Macaroni Plant

A spectacular and most disastrous fire completely destroyed the 5-story plant of the Philadelphia Macaroni Manufacturing company at the southwest corner of 11th and Catherine sts., Philadelphia, Pa. the morning of Oct. 20, causing a loss of property, machinery, raw materials and finished products estimated at nearly \$100,000. The flames were discovered by the night watchman, but before the firemen arrived the fire had spread to the upper floor and beyond all control. Nothing but the bare, blackened walls of the building remain.

Louis Roncace, general superintendent for the macaroni manufacturing firm cannot account for the origin of the fire that not only resulted in the destruction of the plant but caused 5 firemen to be injured, one very seriously, and drove several families from adjacent homes. The property was fully covered by insurance. The authorities are investigating the origin of the fire and have questioned several incendiary suspects.

Pending final decision as to whether or not the plant will be rebuilt, the company will use, temporarily at least, the plant of the West Philadelphia Macaroni company.

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 October 1932 the following were reported by the U. S. Patent Office.

PATENTS

Spaghetti Machine

A patent for a spaghetti machine was granted to Giuseppe Quattrocchi, Cleveland, O. Application was filed July 13, 1931 and was given serial number 550614. The official description given in the Oct. 25, 1932 issue of the Patent Office Gazette is as follows:

"In a device of the class described, adjustable feed rollers having oppositely disposed arcuate central portions, a cutting member, a shield enclosing said cutting member and having a cutting edge upon one end thereof cooperating with said cutting member and stripping means upon said shield cooperating with said rollers."

TRADE MARKS REGISTERED

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

Mom's

The trade mark of Mrs. L. O. Reavis, Kansas City, Kan. was registered Oct. 25, 1932 for use on noodles. Application was filed Feb. 23, 1932, published by the Patent Office Aug. 9, 1932 and in the Sept. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since May 1, 1931. The trade name is in black type.

TRADE MARKS APPLIED FOR

Five applications for registration of macaroni trade marks were made in October 1932 and published in the Patent Office Gazette to

permit objections thereto within 30 days of publication.

Big Dime

The trade mark of Bayard S. Scotland, doing business as Economy Macaroni Co., Joliet, Ill. for use on macaroni, spaghetti and noodles. Application was filed May 6, 1932 and published Oct. 11, 1932. Owner claims use since Oct. 31, 1931. The trade name is in heavy type.

Red Cross

The trade mark of John B. Canepa Company, Chicago, Ill. for use on macaroni, spaghetti vermicelli noodles and varieties thereof. Application was filed July 11, 1932 and published Oct. 11, 1932. Owner claims use since about April 1872. The trade mark shows a rectangle with the words "Red Cross" and crosses of that color printed thereon.

Jay Bee

The trade mark of Jaburg Brothers Inc., New York, N. Y. for use on alimentary pastes and other groceries. Application was filed Mar. 28, 1931 and published Oct. 25, 1932. Owner claims use since April 8, 1915. The trade mark consists of the title with a circle in between in which is a large "J" and a bee.

Buy Our

The trade mark of Independent Macaroni Co. Inc., Mount Vernon, N. Y. for use on macaroni. Application was filed May 4, 1931 and published Oct. 25, 1932. Owner claims use since April 1, 1931. The trade mark consists of the title written in shaded letters under which appears the words "Brand" and "Macaroni" to which no claim is made.

Ross-Marie

The trade mark of David Lombardy, Cleveland, O. for use on macaroni and other groceries. Application was filed July 7, 1932 and published Oct. 25, 1932. Owner claims use since May 1926. The trade name is in black type.

THROUGH THE FOG

In all the fog of uncertainty one factor looms large in our minds. That is the price advance of some manufactured articles. We have been so accustomed to price slashing that a reversal of the usual throat cutting policy is doubly significant. It can mean only that manufacturers are of the opinion that commodities have definitely got away from the previous low levels.—O. W. Krocht.

Secrets of Successful Trade Marking

(Continued from Page 18)

owner and serve as a reminder of the advantages of repeat orders.

For the macaroni marketer who with malice aforethought invokes a premium chiefly as a trade mark shouter there is perhaps no vehicle so suitable as the printed premium, say a recipe book, a kitchen memo pad or order list, a calendar with menus to match, a roll of shelf paper, paper plates, doilies, napkins, etc. On all premiums of this species the mark of the donor is expected as a matter of course and performs dual service as a means of identification and a "missionary" carrying the gospel of quality guaranty to the heathen who are yet to be converted to the product that is glorified.

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
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Mills
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HYDRAULIC MACHINERY ELMES DIE WASHER

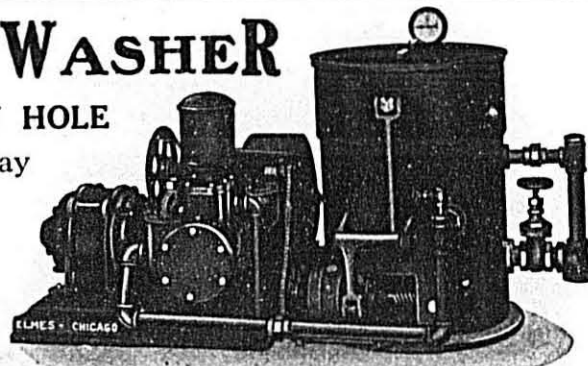
CLEANS AND RINSES EVERY HOLE

Rotating beneath an Oscillating Spray
Washes Thick or Thin Dies
Soaked or from the Press.

Made In Two Sizes

Double Washers for 2 Dies up to
13½ In.

Single Washers for Dies up to 15 In.



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EDUCATE
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OUR OWN PAGE

*National Macaroni Manufacturers
Association*

Local and Sectional Macaroni Clubs

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INDUSTRY

Then--
MANUFACTURER

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The President's Timely Message



The Election and Our Industry

The GENERAL ELECTION is over!

The AMERICAN PEOPLE have spoken!

Whether the decision on November Eighth was exactly to our liking or not, our CONFIDENCE in our country, our FAITH in our business has not in the least been shaken.

During the political campaign that fortunately is ended, we heard much about our nation's perils and problems, but for years we macaroni men have been face to face with serious internal conditions that more directly concern our present welfare and future progress.

The election being over, we can once more concentrate our thoughts on our particular worries and plan a more determined attack on their entire elimination. The election, for instance, has not to any appreciable degree removed from our competitive markets the numerous low-grade brands of macaroni products that have so seriously retarded the consumption increase we all are hopefully expecting. Neither has it mitigated the price cutting hysteria that seems to have seized so many, even some who heretofore have been immune.

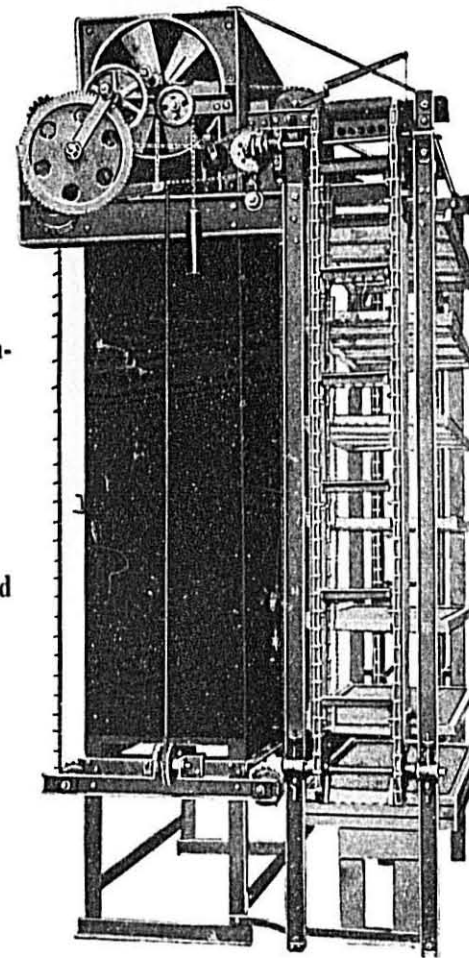
Macaroni Men! Never was there a more opportune time for harmonious cooperation for trade betterment for which there is a grave, urgent need! Politicians are doing this very thing at this very moment for our country's welfare. Why not do likewise, Business Men?

Our industry may expect little help from outside agencies. We must learn to help ourselves. That we can best do in unity, all for the industry's general welfare. Toward this end I am recommending what others before me have recommended, more wholehearted, unstinted support of the aims and policies of the National Macaroni Manufacturers Association. Here you have the set-up that all progressive macaroni and noodle makers should make the fullest use of.

Determine now to enroll on or before Jan. 1, 1933 as an active, supporting member of this trade association that has so unselfishly fought your fights and that can always be depended upon to help you solve the problems that directly concern our trade. Our faith in our business will be reflected by our response to this invitation to cooperate for its betterment.

Alfonso Gioia
President.

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

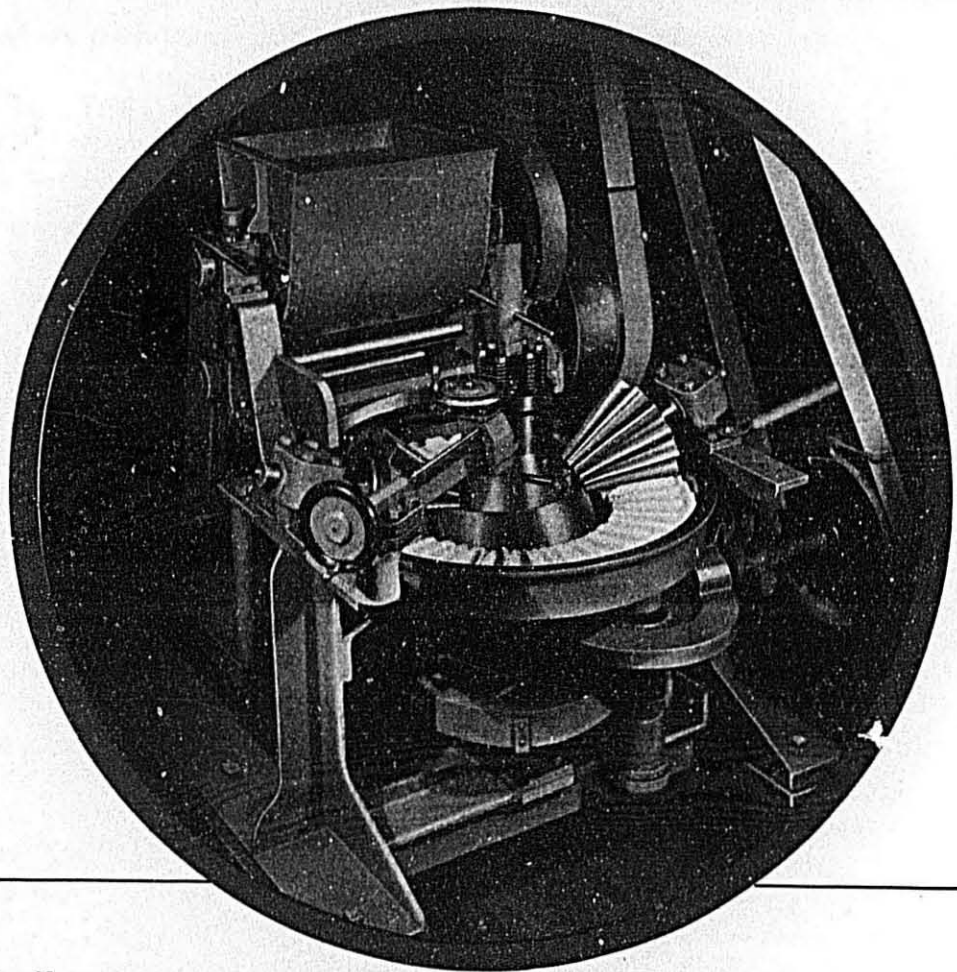
Clermont Machine Company, Inc.

268 Wallabout Street

Brooklyn - New York

WATCH US GROW

WATCH THE INDUSTRY GROW



WE PAID FOR THIS MIXER AND KNEADER
...but it's really part of your plant!

When you buy semolina or durum flour, usually you have to make a run before you know that it's right. You speculate to the extent of a full run through your whole plant. In other words, you have to do your own testing, on your own time, at your own expense.

Not so with Pillsbury's durum products. Pillsbury has its own macaroni plant, where this preliminary

testing is done. When you buy Pillsbury's Best Semolina No. 1 or Durum Fancy Patent, you know that you're getting a product which has already made perfect macaroni and spaghetti, in a plant equipped with the same type of machinery you use to make your own product.

Pillsbury spent thousands of dollars to set up this macaroni plant. And it's actually a part of your own

factory, because it does a job which under ordinary circumstances, with ordinary durum products, you have to do at your own risk. When you buy Pillsbury's Best Semolina No. 1 or Durum Fancy Patent, you get a *proved* product. There's no expensive experimenting for you to do—you can go ahead and make the finest possible macaroni at the lowest possible cost.

PILLSBURY'S *Semolina*