

**THE
MACARONI
JOURNAL**

**Volume XIV
Number 8**

**December 15,
1932**

The
Macaroni Journal



Minneapolis, Minn.

December 15, 1932

Vol. XIV No. 8



**"Peace On Earth
Good Will to Men?"**

Our Christmas Message to
the Macaroni Manufacturers
of the World.

The National Macaroni
Manufacturers Association

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

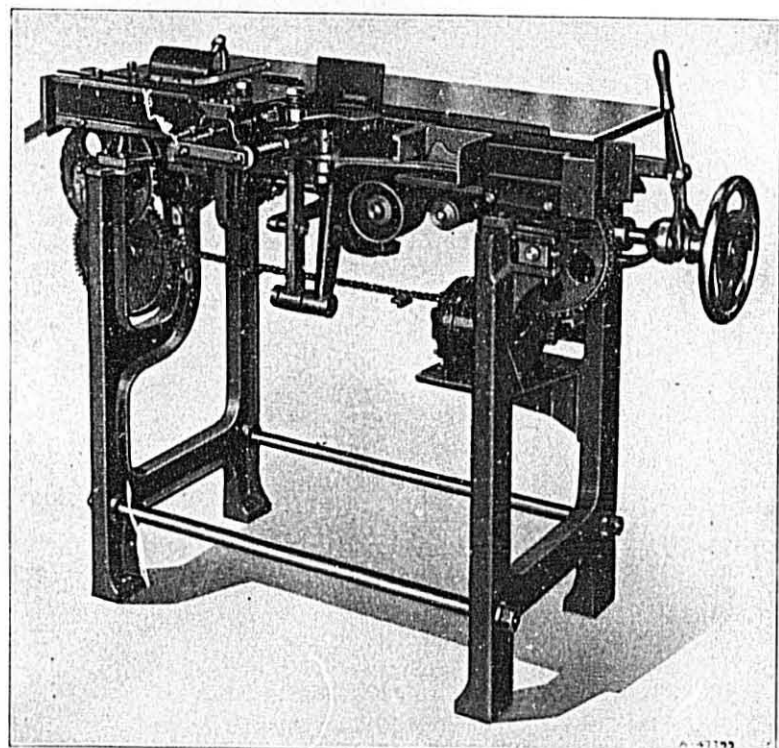
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« TERSE »
BUSINESS TALKS



Winning With the Unexpected

Says The Energy Talk . . .

What can you do in your field of business that will be unexpected by competitors and that will prove a striking surprise to patrons?

Fortunes have been made by doing old things in new ways, by adopting new methods, by breaking away from tradition and refusing to be bound by rules.

Once in an Italian campaign, Napoleon went incognito among his prisoners, listening with interest to their comments upon the situation. One old Hungarian captain declared, "There's no understanding it at all. We have to do with a young general who this moment is before us, the next behind us and again on our flanks. One does not know where to place one's self. This manner of making war is insufferable and against all rule and custom."

Business calls for some of the strategy of warfare, for surprising opponents by doing the unexpected thing.

As long as I know what my competitor is going to do, because year in and year out he follows the same practices, holds the same kind of special sales or does the same type of advertising at the same seasons, developing only along the straight lines of growth, I know how to meet his competition.

I can do things that will be different from the things he does. I can get the jump on him by doing first the things I know he will do. If I am able to devise unusual plans I can beat my competitor at every turn.

But if he develops ingenuity and begins doing new and startling things, introducing novelties and surprises and getting attention by such means, he will be a different proposition. He may beat me at the game.

If 1932 has not been as good a year in my business as I hoped it would be, it may be due to too close adherence on my part to methods that have ceased to have any element of surprise for either competitors or patrons.



Depend Upon this Seal

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

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

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

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

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

★★ TWO STAR SEMOLINA

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

THE MACARONI JOURNAL

Volume XIV

DECEMBER 15, 1932

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1932 in Review

The year 1932 is rapidly nearing its end. None will regret its passing because it will undoubtedly be written into the records of business as one of the worst ever experienced in modern times.

Macaroni manufacturers in this country who have successfully struggled through the disastrous twelve months have very good reasons for being thankful that 1932 is behind them, and that they have been fortunate enough to survive the rigors of this world wide business catastrophe that probably passed its peak last summer. They await the coming of the New Year with the feeling that nothing could be worse and the hope that business will soon take a rapid and welcome change for the better.

Early in 1932 there were some encouraging signs in the macaroni men's horizon. It looked then as if the depression had hit bottom. There were good prospects for improvement in commodity prices which would be reflected in prices all along the line. The durum wheat crop that had just been harvested was sufficient to meet every demand by the industry and was of a quality that would insure ample quantities of high grade semolina and farina. Macaroni stocks in warehouses and on distributors' shelves were low and there was reason to believe that adverse conditions would naturally force consumers to revert to economical foods like macaroni.

Insofar as the macaroni industry was concerned the prospective improvement proved only a mirage—a false hope, an empty promise, incapable of fulfillment because business took a change for the worse. Production of good macaroni was curtailed and "price-macaroni" soon glutted every macaroni outlet, obliterating all semblances of profits, decreasing consumer demand and generally demoralizing the trade.

In this enlightened age it is a mystery why sensible, capable business people should continue to produce and market commodities below the cost of production and to continue to believe that low-grade, low-priced macaroni will bring about increased demand for their product. In this connection the National Association sponsored a campaign of education last summer that had some good effect, but while it did immeasurable good it has not entirely eliminated the inferior grades and the ridiculous price quotations.

Never in the memory of even the pioneers in the macaroni industry has macaroni sold at so ridiculously low prices as

were quoted in the year now passing. No form of the product escaped. Macaroni and spaghetti packed in attractive, protective packages are being offered as low as 60 cents a case. Egg noodles are sold at less than was formerly the cost of their egg content. Any amount of high-grade spaghetti in bulk is available at 70 to 75 cents per box of 20 pounds. Imported macaroni that formerly undersold American macaroni is now quoted at prices materially higher than corresponding domestic grades, and importation has increased appreciably.

A whole lot could be said as to what could and should be done to remedy the deplorable condition in which the macaroni industry is now floundering, but so many are in no mood to listen to reason. In the macaroni industry the members seem to be in the habit of pulling from rather than toward accepted business methods, with the result that there is not only indecision but actual demoralization. There is much to be done to displace uncertainty with understanding but it will come only through education and coordination. The courageous must show the way. In keeping with this thought we quote from a pointed editorial in the Dec. 1, 1932 issue of *Forbes*, recommending its careful reading and study:

"Keep On Keeping On! History is full of instances where victory instead of defeat would have resulted by battling only a little longer. Many need to be reminded of this. Things have gone so far wrong that the temptation to give up is overpowering. Daylight cannot be discerned in the distance. Why not wilt?"

"Any weakling can surrender; any coward can give up. To succeed we must have the will to succeed, we must have the stamina, determination, backbone, perseverance, self reliance, faith. We must in times like these nourish in our souls the spirit of that sustaining hymn, 'I do not ask to see the distant scene; one step enough for me.' Having wrestled with difficulty after difficulty through the prolonged, painful period since the 1929 panic, it behooves every individual, every family, every organization to resist quitting, now that the better day promises to dawn. Let us grit our teeth and heroically resolve to keep on keeping on. Triumph often is nearest when defeat seems inescapable."

Macaroni Men! Business has not been good in 1932. It can and will be made good in 1933 if we will but "keep on keeping on" along the right lines, unitedly presenting quality goods at fair prices to old and prospective consumers.

Midyear Conference of Macaroni Industry

A midyear meeting of the members of the National Macaroni Manufacturers association will be held on Monday, Jan. 23, 1933 starting at 10 a. m. Every progressive macaroni and noodle manufacturer in the country irrespective of trade association connections is welcome to attend this timely and opportune conference of the industry. The meeting will be in the Palmer House,—in the Club Lounge of that well known hostelry.

Because so many macaroni men from all sections of the country will be in Chicago that week attending the annual convention of the Cannery association and of the special meeting of the Wholesalers association and allied groups, the officers of the National Macaroni Manufacturers association expect a large and representative attendance of the leading macaroni and noodle makers.

Several matters of special importance are scheduled to occupy the attention of the industry's leaders at this meeting next month. Price wars and consequent low grades have seriously affected the trade in all quarters, and action to remedy the present unpleasant situation will be sought. Then there is the pending macaroni amendment to the Federal food laws which would require products to be labeled "substandard" if they are below a stipulated and agreed upon grade.

Sure to occupy the center of the stage is the question of the revision of the tariff on imported macaroni products. The new administration is almost sure to revise the tariff downward, as called for in the Democratic platform and just how far the proposed decrease will go on macaroni is a mystery. To be ready to fight for an adequate macaroni

tariff in the face of increasing macaroni importations should be the united determination of the trade, and plans to that end should be laid at the earliest possible moment.

The midyear meeting will naturally be under the auspices of the National association, but President Alfonso Gioia wishes to emphasize the fact that all macaroni and noodle manufacturers interested in the welfare of the industry and willing to fight for its preservation and advancement will be welcomed.

Leading manufacturers in New York city, helped financially by the Durum Millers, have planned an effective radio advertising campaign. Their plan will be explained fully at this winter session and the support and cooperation of the National association and every forward-looking manufacturer sought. If plans can be made the sponsors of the program will give an audition of their wonderful opera records to provide the entertainment in the program. Here is a feature that few macaroni men can afford to miss.

Chicago will be the business center of the country during the week of Jan. 23, 1933. There will be gathered the leading food manufacturers and distributors from coast to coast, from border to border. Macaroni Men! arrange your plans now to be in attendance at the midyear meeting at the Palmer House, Chicago, Monday, Jan. 23, 1933.

Your advice, your cooperation and your attendance will help to encourage those selected to carry on for the betterment of the trade. Show your appreciation of these efforts and your keen interest in the welfare of your chosen profession by answering the roll call in person next month.

Old Advertising Still Pulling

Though it has been nearly 2 years since the National Macaroni Manufacturers association used the leading women's magazines in its cooperative campaign to promote the consumption of Macaroni Products, there are still scores of daily manifestations of the pulling power of publicity. Requests for Macaroni Recipe Books offered in the 1930 campaign are still pouring in with every indication that the flow of requests will continue for many months to come. Thus 2 years after the last appearance of a magazine advertisement 183 requests for the Association's booklet reached the organization's headquarters during the 3 days immediately preceding Thanksgiving Day. And, still there are some who doubt the value of proper advertising!

Most of the requests were for single copies, but quantity orders have not been lacking. Cooking classes in high schools, home training groups and others have solicited quantities sufficient to supply all members. All requests are readily filled and will continue to be filled while the present supply exists. The National association

still has on hand over 15,000 copies of the Thrift Recipe Book for distribution.

Here's an example of how well this booklet is received by the prospective consumers. Note the date—almost 2 years after the last magazine advertisement appeared—and still it is working for the industry:

Seattle, Wash.
Nov. 17, 1932.

National Macaroni Mfrs. Association,
Braidwood, Ill. (Dept. 701).
Gentlemen:

I am guardian of a group of fifteen (15) Camp Fire Girls. The girls are collecting recipes for a Christmas cook book. The Christmas cook books are to be put between attractive covers, made by the girls and given as gifts to their mothers.

Would you care to send us fifteen (15) copies of your Thrift Recipe Books for our collection to be used as stated above? We will be glad, in appreciation, to send you the names and addresses of the Mothers who receive the Christmas cook books.

The books we hope to put between the covers are as follows: "Sunkist Oranges, Lemons, and Grapefruit," "Sun Maid Raisins," "Crisco," "Royal Baking Powder," "Fleischmann's Yeast," "Knox Gelatine," "Baker's Chocolate and Cocoa," "Minute Tapioca," "Drexler Rabbit Molasses," "Sixty Ways to Serve Ham," "Armour Meat Recipes—Old and New," "California Walnuts," "California Lima Beans," "Fischer Flour," "Show Boat Salmon" and "Thrift Macaroni, Spaghetti and Egg Noodle

Recipes." You will see that none of the books are competitive.

Then, too, we have another idea which we would submit for your consideration. The original 15 copies are to be given as gifts to the Mothers of the Camp Fire Girls. The Girls thought that if they could make additional copies of the sets and sell them at a Bazaar for about 20 cents or so a set, that they might make some needed money for the Group's Treasury. But this would mean at least 100 additional copies of your Thrift Recipe Book. I really believe that you would receive some worthwhile advertising from these additional copies because the Camp Fire Girls would create interest in your product by selling these sets to get money for their Camp Fire Girls' work. We would, if you so desire, send you names and addresses of the 100 women who purchased our Christmas Cook book from our Girls.

Thanking you in the name of the Camp Fire Girls of the Katukanak Group for courtesy shown to this request, I am,

Very truly yours,
Martha R. Bennett,
Guardian of Katukanak Group.

The National association gladly filled the request and the secretary wrote them wishing them success in their new enterprise as well as a very Happy Christmas with well laden tables of goodies prepared from the Camp Fire Girls Christmas Cook Book.

A moment of carelessness may mean a lifetime of regret.

Macaroni Educational Section

By BENJAMIN R. JACOBS, Washington Representative

I will continue our discussion of standards from last month with particular reference to the semolina standards. Under the Federal Food and Drugs Act the United States Department of Agriculture standards defines semolina as the purified middlings of durum wheat and defines purified middlings as follows:

Purified middlings is the clean, sound granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm retained on 10 XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15 per cent of moisture.

It will be noted therefore that products sold as "special semolinas" and containing more flour than "is consistent with good commercial practice," are not semolinas at all and should not be sold as such. I am advised that some of these products are not labeled "special semolinas" and in fact they are sold without any label whatever. These products, however, are "mixtures" or "compounds" under the law and therefore should be so labeled. However, since the portion (from 11 to 19%) that passes through a silk bolting cloth contains more than 1% of ash it is not entitled to be designated as flour. Therefore, just what this mixture or compound should be labeled is up to the millers to determine.

We are still confronted with the practice of some manufacturers who are making so-called "plain noodles" and misbranding them in that they make statements on their labels concerning the egg content of their products. These are substandard products, and no reference should be made to their egg content. It has always been doubtful as to whether or not the consumer has any definite idea as to just what a "plain noodle" is. I have always believed that the term was a misnomer and that it gave no definite information as to whether or not the product contains eggs. It is quite likely that many consumers do not believe that a product contains less eggs merely because it is labeled "plain noodles."

In fact there is considerable evidence to show that the word "plain" in connection with noodles, may refer to a plain fold or a plain package. Under the standards the requirement is that products made in the form of noodles and containing less than 5.5% of egg solids should be labeled "Water Noodles." In this way there will be no doubt in the consumers' mind that water has been substituted for eggs and to a large extent these products would cease to compete with genuine egg noodles.

This matter has been taken up with the Standards committee and I propose to have the Macaroni Standards

changed to take care of this matter and at the same time to correct other defects in the standards. In order that manufacturers should know just what these changes are I am submitting herewith a copy of the standards as they are at present and also a copy of the modified standards:

PRESENT STANDARDS

Alimentary Paste

1. Alimentary pastes are the shaped and dried doughs prepared from semolina, from farina, from wheat flour, or from a mixture of any two or all of these, with or without salt, and with one or more of the following: Water, egg, egg yolk, milk, a milk product. An alimentary paste contains not more than 13 per cent of moisture, as determined by the vacuum method.

2. Plain alimentary pastes are alimentary pastes made without egg or egg yolk, or so made that the content of the solids of egg and/or of egg yolk, is, upon a moisture-free basis, less than 5.5 per cent by weight.

3. Egg alimentary pastes are alimentary pastes which contain, upon a moisture-free basis, not less than 3.5 per cent by weight of the solids of egg and/or of egg yolk.

4. Noodles, egg noodles, are a form of egg alimentary pastes which, in the course of its preparation, has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

5. Water noodles are a form of plain alimentary paste which, in the course of its preparation, has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

6. Macaroni, spaghetti, vermicelli, are plain alimentary pastes, distinguished by their characteristic shapes.

7. Semolina macaroni, semolina spaghetti, semolina vermicelli, are plain alimentary pastes in the preparation of which semolina is the only farinaceous ingredient used and are distinguished by their characteristic shapes.

RECOMMENDED STANDARDS

Macaroni Products

1. Macaroni products are the shaped and dried doughs prepared from semolina, from farina, from wheat flour, or from a mixture of any two or all of these, with or without salt, and with one or more of the following: water, egg, egg yolk, milk, a milk product. Macaroni products contain not more than 13 per cent of moisture, as determined by the vacuum method.

2. Egg macaroni products are macaroni products which contain, upon a moisture-free basis, not less than 5.5 per cent by weight of the solids of egg and/or of egg yolk.

3. Noodles, egg noodles, are a form of egg macaroni product which, in the course of its preparation, has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

4. Water noodles are a form of macaroni product which, in the course of its preparation, has been rolled or pressed into sheets or ribbons, with or without subsequent cutting or shaping.

5. Macaroni, spaghetti, vermicelli, are macaroni products distinguished by their characteristic shapes.

6. Semolina macaroni, semolina spaghetti, semolina vermicelli, are macaroni products in the preparation of which semolina is the only farinaceous ingredient used and are distinguished by their characteristic shapes.

You will note that under the recommended standards the term "alimentary paste" has been entirely eliminated and the term "macaroni products" has been substituted for it. The term "alimentary paste" has always had something of an unsavory and unappetizing meaning and has suggested too close an association with the alimentary canal to be very inviting.

Cleanliness Institute Awards

Fourteen executives of industrial organizations were honored November 20 by Cleanliness Institute, New York, for furthering industrial cleanliness among their own employees. They are: Maxime Q. Ducharme, managing director, Hotel Winfield Scott, Elizabeth, N. J.; B. W. Elsom, assistant superintendent, Boston Store, Milwaukee, Wis.; J. R. Fitzgerald, superintendent, Woodlawn Farm Dairy Co., Scranton, Pa.; D. R. Grant, Beech-Nut Packing Co., Canajoharie, N. Y.; C. W. Hill, Peter Cailler Kohler Swiss Chocolates Co., Fulton, N. Y.; Miss Adele Howe, supervisor of employment and training, R. H. White Co., Boston; Miss Ann Little, personnel director, Wm. Taylor Son & Co., Cleveland; A. D. Lynch, director of personnel, Ohio Brass Co., Mansfield, Ohio; W. I. Newman, employment manager, Consolidated Ashcroft Hancock Co., Bridgeport, Conn.; L. W. Parsons, manager, Stacy-Trent hotel, Trenton, N. J.; Harry L. Randall, plant manager, Fisher Body St. Louis Co., Janesville, Wis.; K. E. Roof, welfare manager, Willard Storage Battery Co., Cleveland; A. J. Smith, Eagle-Picher Lead Co., Joplin, Mo.; T. F. Wetstein, vice president and manager, Midwest Carbide Corporation, Keokuk, Ia.

These citations and awards of \$25 to each were made in connection with an inquiry by Cleanliness Institute as to the extent to which cleanliness is recognized by industrialists as a factor in maintaining and bettering efficiency, morale and health among employees. Seven thousand business concerns, including manufacturing plants, certain macaroni factories, hotels, restaurant chains, public utilities and department stores, were invited to submit their programs for employe and plant cleanliness. The Institute made its awards for programs now in operation and which it can use in advising other industrialists who are undertaking cleanliness campaigns.

Commenting on the returns to the inquiry, Nelson N. Marshman, director of industrial service of Cleanliness Institute, said there is a growing recognition among employers of the importance of providing means for personal cleanliness as well as clean working

conditions. "The factory worker or mill hand appreciates a chance to clean up before leaving the plant at night. It gives him a sense of well being and of self respect to which he is as much entitled as his white collar neighbors. Besides that, employes who work in conditions as clean as the type of industry permits are a business asset because their efficiency is greater, they are less apt to transfer communicable industrial diseases to fellow workers, and their attendance records show less time out for illness and accident.

"Analyses of the replies received by Cleanliness Institute from companies which have well developed and well controlled cleanliness programs show that personal cleanliness is one of the deciding factors in hiring employes, regardless of skill or other abilities and fitness. There is also evidence that increasing numbers of industrial plants are being equipped with shower baths and washrooms and that frequent use of these facilities under supervision is a requirement in the interest of the employer and employe."

making small jobs and part time work more readily available. Again, surrounding agricultural territory absorbs a good surplus in harvesting and other seasonal pursuits."

Enforcement Bureau Busy

Economic conditions in the fiscal year 1932 restricted the output of manufactured foods but did not lighten the task of enforcing the national pure food laws, reported W. G. Campbell, chief of the U. S. food and drug administration. Adulteration was resorted to a greater extent because of the low price competition. Macaroni products though no exception to the rule, did not form as great a proportion of the cases as heretofore.

Altogether there were 1307 prosecutions under the act, 1260 seizures of violative goods, or a total of 2567 actions in 1932 against 38,815 samples collected and examined. The value of the canned foods marketed during the year was over \$754,000,000. This gives an idea of the value of the products over which the bureau has supervision. It's not any wonder that many violations escape scrutiny and why the co-operation of trade association officials has always been sought by the administration.

Directors and Millers to Confer

To consider matters of common interest and to promote the general welfare of the macaroni industry in which both are vitally interested a conference of the durum millers and the directors of the National Macaroni Manufacturers association will be held in Chicago, Jan. 23, 1933 by invitation of President Alfonso Gioia, acting for the directors.

Whether the conference will precede or follow the general meeting of the macaroni industry will be determined by the convenience of the conferees. The meeting is primarily for discussing ways and means of putting into effect the spirit and the letter of the resolution unanimously adopted by the board of directors last June, urging the adoption of the "Arrival Draft Form of Billing" on all sales of semolina and flour to macaroni and noodle manufacturers. There have been some sporadic attempts to carry out the wishes of the macaroni men in this matter, but there seems to be no uniformity and the resultant ills are seriously affecting the trade.

Other matters of equal importance will be considered when the conference gets under way. All of the representatives of the durum mills of the northwest have signified willingness to attend the conference from which much good is expected.

Life is not so short but that there is always time enough for courtesy.

Economic Trends Favor Small Towns

According to a study released by the Bureau of Research and Market Analysis of the Household Magazine, small towns have suffered less from unemployment than large cities. The study is based on the 1930 U. S. census of unemployment, comparatively in cities and small towns, and the relationships are projected to 1932 unemployment figures. It shows 3,188,000 or 7% of gainful workers were unemployed in 1930 and 10,900,000 or 22% unemployed today. In cities 2,174,000 or 9% of gainful workers were unemployed in 1930, and 7,434,000 or 29% in 1932. In small towns there were 1,014,000 or 4% of gainful workers unemployed in 1930, and 3,466,000 or 14% in 1932. The study goes on to show that a special 1931 census of unemployment in 19 large cities indicated 24% unemployed, which checked very closely with the per cent of total unemployed in cities as of 1932.

An interesting analysis of unemployment in 26 states having three quarters or more of their population in communities under 10,000 population, shows that employment in 15 indus-

trial groups decreased only 7% August 1932 over December 1931. The payrolls of these 15 industrial groups decreased 16% during this period which, it is pointed out, may be assumed to indicate approximately the percentage of salary cuts in small towns, inasmuch as total U. S. industrial payrolls decreased 29%, making a high average for cities. The study also contains substantiating comments from various state department of labor authorities, and excerpts from articles on small town economic trends.

From Maine comes a statement—"Unemployment in this state is in the larger centers, the small towns being well able to take care of themselves. This would include the towns under 5000 population." And here is another from Nebraska—a predominantly small town state—"Nebraska has made no application to the federal agency for a relief loan." A comment from Texas is as follows—"Small towns have suffered less than larger cities from the unemployment situation. This is no doubt due to a more homogeneous interdependence of the small town population,

Sex and population group	Comparative Unemployment in Communities Over and Under 10,000		Per cent
	Number gainful workers	Number Unemployed	
TOTAL—United States	48,832,589	(x) 3,187,647	6.5
Communities over 10,000	25,605,161	(x) 2,173,521	8.5
Per cent of total	52.4	(x) 3,466,200	14.9
Communities under 10,000	23,227,428	1,014,126	4.4
Per cent of total	47.6	31.8	
(x) Total unemployed, September 1932, American Federation of Labor.			
TOTAL MALES—United States	38,053,795	2,686,145	7.1
Communities over 10,000	18,715,098	1,800,684	9.6
Per cent of total	49.2	67.0	
Communities under 10,000	19,338,697	885,461	4.6
Per cent of total	50.8	33.0	
TOTAL FEMALES—United States	10,778,794	501,502	4.7
Communities over 10,000	6,890,063	372,837	5.4
Per cent of total	63.9	74.3	
Communities under 10,000	3,888,731	128,665	3.3
Per cent of total	36.1	25.7	

NOTE: Gainful workers include all those employed and unemployed and 1.3% who are classified as follows: out of a job and unable to work; having jobs but idle on account of sickness or disability; out of a job and not looking for work; and having jobs but voluntarily idle without pay.
*Persons out of a job, able to work, and looking for a job—persons having jobs but on layoff without pay, excluding those sick or voluntarily idle.



"Macaroni

IS A MOST DELICIOUS AND NOURISHING FOOD"---

Betty Crocker

— the radio message given to 16,000,000 by



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

and most delicious ways, is rapidly spreading the use of good macaroni to more of the nation's homes. Thousands of cards with simplified recipes for the use of macaroni are sent out by Betty Crocker as a part of her service, enabling women to have perfect success with all of their cooking in which macaroni is used. Thus Gold Medal serves you completely... from careful wheat selection and precise milling of Durum Semolina to helping you in the enlargement of your market.

GOLD MEDAL "Press-tested" SEMOLINA

Pillsbury Flour Mills Company Head Dies

Operations of all plants of the Pillsbury Flour Mills Co. in the country were closed at 11:30 a. m., Dec. 13, 1932, for the hour of the funeral in Lakewood chapel of the late president, Albert Carpenter Loring. The general offices in Minneapolis, Minn., remained shut from 10:30 a. m. to 1 p. m. Thus tribute was

vancement of this phase of the business all through the time of his connection with the Pillsbury Flour Mills Co. since 1908.

Besides being an outstanding power in the milling trade Mr. Loring had diversified interests. He was director of the Great Northern Railway company, and



Albert Carpenter Loring at his desk in the Pillsbury Flour Mills Company general offices, Minneapolis, Minn.

paid to the memory of Mr. Loring, who died at his home Sunday after a brief illness, at the age of 74.

Mr. Loring was the dean of American millers. He was an operative miller as well as a merchant miller. His milling career was of special interest to the macaroni manufacturers, because he was head of the first company to manufacture semolina on a commercial basis, and he maintained active interest in the ad-

of the First National Bank in Minneapolis, the First Minneapolis Trust Co., and the First Bank Stock Corp.

Two hobbies were maintenance of a 500 acre model dairy farm at Lake Minnetonka and collection of a library, especially Americana. He was also a great lover of travel.

Mr. Loring is survived by his wife, a daughter and five grandchildren.

Individuals Responsible for Prosperity

No question is of greater importance to the country at this stage of the depression than that of the government's relation to business, and what government policies can best promote business recovery. The emphasis of the campaign speeches has been upon what the government has done or has left undone, and undoubtedly the effect has been to make many believe that governments are primarily responsible for prosperity, says

the National City Bank of New York Review of economic conditions.

It is regrettable that this has been the case. The fact is that the relations of governments to prosperity are negative rather than positive. A bad government, which wastes the public revenues, needlessly burdens the people with taxation, fails in the provision of a sound monetary system or in the maintenance of order or the proper administration of justice, will hamper the prosperity of the people, disturb business, and block or retard recovery; but for the most

part industry, trade, and business of all kinds are carried on by the people without other governmental assistance. The relations involved are those of persons or groups to other persons or groups, and are determined by themselves.

State of Balance

All students of the question recognize that the fundamental condition of prosperity is a state of balance in various economic relationships between individuals or groups of the population. It is necessary that costs, prices and wages of every kind be in equitable relation with other costs, prices and wages, so that the goods or services offered by each group exchange on an equitable basis with those offered by others, resulting in a rapid flow of all products into consumption.

Goods coming to the market not only satisfy needs but represent buying power outside of the exchanges between the various industries and occupations. Full employment, ready sale of goods and a high state of comfort are all dependent upon these exchanges, and hence upon the maintenance of balanced relationships.

In the state of free society which exists in this country the government can have little to do with these relationships. The people themselves determine them. In these relationships is to be found the explanation of the industrial disorder of today; and obviously the remedy is to be found there and must be applied by the individuals involved.

Limits of Government Activity

Nor does the fallacy of attributing to the government the responsibility for prosperity end there. When business falls off the government not only lacks power to restore the basis of exchange that would revive it, but it can not possibly carry on sufficient activities of its own to make up for the decline, to compensate for the loss of purchasing power on the farms, or to give employment to any important number of the unemployed released from industry.

The government has no revenue or buying power other than that derived from the production and profits of business, out of which the people pay taxes and subscribe to government loans; and when there is a rapid decline of business, government expenditures can not continue indefinitely without bringing the government credit under question.

Canada's seacoast equals half of the world's circumference.

Beware of little expenses; a small leak will sink a great ship.

Courtesy is a rare gem but may be had without price.

It's easy to be thankful when we are prosperous.

you
Command
 the Best When
 you
Demand
 Commander
 Superior
 Semolina

ABSOLUTE uniformity of color—every day of the year!

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

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

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



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

Cooperate in "Share-the-Work" Movement

Macaroni manufacturers have responded splendidly to the nationwide appeal to industry to help relieve unemployment through the "share-the-work" movement. With peak production reached at different seasons, the successful superintendent of a macaroni plant always knew where to obtain extra trained help when it was needed and ordinarily attempted to share the work in a way to keep all satisfied and ready to answer the call.

The movement has the endorsement of practically every industrial leader in the country, and because of the support given the plan by the leading commercial and trade organizations the number of employes doing part time work has increased materially during the past few months.

President Herbert Hoover earnestly endorses the plan as a means of necessary relief: "I have noted with deep satisfaction the encouraging growth of the share-the-work movement which affords one of the most practical methods of speedily relieving the present distressing unemployment situation. It should have the active cooperation of every employer and employe. The need for greater effort to relieve unemployment is more urgent than ever. The plan should be most effective in speeding business recovery."

President-elect Franklin D. Roosevelt has also endorsed the movement as timely and necessary. "But," he adds, "it is not enough to get the big nationwide industrial organizations to put the share-the-work plan into operation; it is equally important to get the smaller corporations and smaller employers in every community to put work sharing into their individual plants and businesses. Labor is for this important movement . . . and so is business."

Vice President G. G. Hoskins of the National Macaroni Manufacturers association in charge of the Foulds Milling company plant at Libertyville, Ill., is in full accord with the movement. His attitude and the action taken by him is expressive of the opinion and attitude generally voiced in the trade and is given here as reflecting the general view of the macaroni men toward this nationwide attempt to relieve want and unemployment.

"Our contribution to the 'share-the-work' movement has been to keep the largest number of our old employes busy that it is possible. As you know, the macaroni business has its peaks and ordinarily the force is almost 50% greater in September, October and November than it is in the summer.

"Starting in the fall of 1930 we have made an effort, and have been quite

successful, in keeping all employes at work at least part time, by dividing up the work."

Eugene T. Villaume Dies

At the hour of going to press sad news reaches the MACARONI JOURNAL that Eugene T. Villaume, president of the Minnesota Macaroni Co., died Sunday night, Dec. 11, 1932, at his home, 1600 Portland avenue, in St. Paul, Minn., after a short illness. He was 65 years old.

Mr. Villaume was born at Seventh and Robert streets, son of Joseph Villaume,



Eugene T. Villaume

one of the city's earliest settlers. Forty years ago he established a small macaroni factory on West Third street. The business outgrew several locations until it was found necessary to build a large factory at 110-146 West Fairfield av.

The company was a father-and-son corporation, Mr. Villaume's sons, Eugene J. and Walter F., being treasurer and vice president of the concern. Walter F. Villaume is a member of the board of directors of the National Macaroni Manufacturers association.

Mr. Villaume was a member of the Junior Pioneers, the Fourth Degree assembly of the Knights of Columbus and the St. Paul Athletic club.

Besides his sons, Mr. Villaume is survived by his wife, Mrs. Margaret Kerst Villaume. Two grandchildren also survive, besides a sister, Mrs. Sophie Niquette of Seattle, Wash., and a brother, Albert Villaume of St. Paul.

Funeral services took place at 9:30 a. m. Wednesday from St. Mark's church, Dayton and Moore avs. Burial was in Calvary cemetery.

International Macaroni Trade Dwindling

According to data compiled by the U. S. Bureau of Foreign and Domestic Commerce, international trade in macaroni products during October 1932 shows an appreciable decline in both imports and exports. The imports declined about 15% and the exports about 5% compared with October 1931.

Imports

In October 1932 the importation of this foodstuff reached the low of 157,070 lbs. worth \$10,500, as compared with the October 1931 imports of 224,811 lbs. worth \$17,204.

The imports for the first 10 months of 1932 total 1,597,639 lbs. valued at \$110,882 compared with 1,726,663 lbs. worth \$129,210 for the same period in 1931.

Exports

In October 1932 there was exported 305,567 lbs. of domestic macaroni worth \$20,305 as compared with 320,036 lbs. worth \$22,208, the exports for October 1931.

The exports for the first 10 months of 1932 totaled 2,731,098 lbs. worth \$184,765 as compared with 3,992,283 lbs. valued at \$294,991.

Below is a list of the countries to which American made macaroni products were exported and the quantities shipped during October.

Countries	Pounds	Dollars
United Kingdom	64,190	4,026
Canada	90,358	7,109
British Honduras	1,003	62
Guatemala	856	38
Honduras	13,735	570
Nicaragua	4,935	241
Panama	42,766	2,273
Salvador	232	24
Mexico	1,266	118
Newfoundland & Lab.	1,953	114
Bermudas	1,672	116
Jamaica	600	35
Trinidad & Tob.	50	5
Other B. W. Indies	626	59
Cuba	22,097	1,276
Dominican Republic	22,305	1,162
Netherland W. Indies	2,106	183
French W. Indies	159	6
Haiti, Republic of	5,548	244
Virgin Islands	1,039	99
British Guiana	147	15
Peru	117	12
Venezuela	445	65
British India	527	57
China	2,382	241
Netherland E. Indies	430	42
Japan	7,450	397
Philippine Islands	8,454	860
French Oceania	463	44
New Zealand	870	56
Union of So. Africa	6,735	760
Liberia	51	6
Hawaii	83,230	5,712
Porto Rico	62,258	2,949
Total	451,055	28,966

Better a look than a limp.



To Our Many Friends:

At this Holiday Season we would like to see each one of you, grasp your hand and personally give you our heartfelt greeting. Although we cannot do this, we want you to know our message is no less sincere.

We wish you

A Very Merry Christmas
A Happy Prosperous New Year

King Midas Mill Company
Minneapolis, Minnesota



Edward Rossotti Is Dead

Expert lithographer and well-known manufacturer of macaroni folding cartons and box labels died in his New York home after a long illness.

Edward Rossotti, founder and president of the Rossotti Lithographing Company, Inc., New York city, died Nov. 19, 1932, aged 62 years. Long a sufferer from a malignant and painful illness which he fought with courage and forbearance, he managed to keep in close contact with a business which he had founded and nurtured until it is one of the leading enterprises of its kind in America.

Mr. Rossotti was born of Italian parents in Buenos Aires, Argentina, S. A. on Jan. 22, 1870. When about a year old he accompanied his parents to Milan, Italy where he spent his childhood acquiring a broad education in the schools of that city. Though first inclined to enter the priesthood he later specialized in engraving and designing and became an expert in what was then the new lithographing trade.

At the age of 20 he came to New York. To gain a knowledge of the English language and American habits by personal contact with all classes of people, he took a position with the famous Delmonico restaurant in lower New York city, where he catered to brokers and other businessmen; because of his colorful personality and his thorough knowledge of French, Italian and Spanish he became most popular and built up quite a satisfactory clientele.

In 1892 he went to Chicago, attracted by the Columbian Exposition, choosing the amusement line as a business. There he was among the first to exhibit colored films, a rare novelty imported from Europe which attracted thousands of World's Fair visitors.

Abandoning his film business he returned to New York where he founded the Rossotti Lithographing company in 1898, specializing in the manufacture of labels for champagne and other wines. His friendly personality and his business honesty soon built for his firm a substantial business until it became somewhat adversely affected by the passage of the 18th amendment. Turning from wines to food he then specialized in the manufacture of printed folding cartons and labels for the food industry and was soon recognized, especially in the Italian trade, as the leader in this line of production.

In 1929 his business had outgrown the small quarters on Bleeker st. His printing and lithographing outfit was moved to the present extensive quarters at 121 Varick st., New York city, where Mr. Rossotti with the help of his 2 sons Alfred and Charles, educated in the American universities, developed a lithographing service recognized throughout the country for its high quality product.

Mr. Rossotti was a member of the National Macaroni Manufacturers as-

sociation. He frequently attended the conventions of that organization, exhibiting some of the most modern forms of labels and boxes for macaroni products. In 1931 he made a 10,000 mile tour of the United States during which he visited practically every worthwhile macaroni and noodle manufacturing plant between the Atlantic and Pacific.

Mr. Rossotti had several hobbies that widened his circle of friends, and gave him much personal enjoyment. As a fraternalist he organized the Greenwich Village Lodge of the Loyal Order of



Edward Rossotti, founder of Rossotti Lithographing Co., Inc. New York City, leading Italian-American business leader who died Nov. 19, 1932.

Moose and for several terms was a supreme officer of the order. He participated in the initiation of President-elect Franklin D. Roosevelt into that fraternity last April.

Mr. Rossotti was an ardent sportsman and expert rifleman. He founded the Italian Rifle Shooting society in New York and for 20 years competed in rifle shooting tournaments held semi-annually at Mt. Pocono, Pa. He was the founder and president of the Italian-American Pleasure club and held a membership in the Italian Chamber of Commerce in both New York and Chicago.

His many friends and business associates paid him a fitting tribute at his burial in Woodland cemetery. Macaroni manufacturers everywhere wired their sympathy to the widow and to the two sons who will carry on the business. Those left to mourn him are Mrs. Josephine Rossotti, Miss Claire Rossotti, Alfred and Charles Rossotti of 256 West 90th st., New York city.

Municipal Store Macaroni War

Two macaroni manufacturers in Hartford, Conn. became involved indirectly in a fight being staged by the independent grocers of the city looking to the abolition of the municipal stores in that city. The macaroni manufacturers became involved in the local

fight through bids submitted for supplying macaroni products in which the manager of the store is charged with a breach of contract through a fixed deal.

It seems that the 2 local manufacturers had contracted to deliver to the city stores about 14,000 lbs. of macaroni per month at 5c a lb. When time came for a renewal of the bid one was told to retain the price while the other secretly bid a half cent lower. The deal was exposed and the result was a public clamor for the abolition of the city store.

The macaroni manufacturers involved in the deal were Joseph Caraciolo of 509 Front st. and Jos. Granato of 473 Front st. Both claim that the price of 4 1/4c per lb. was too low for a good grade macaroni and that it was quoted only after the bidders were pitted against one another. As a result of the price war the macaroni outlet may be entirely eliminated.

Spaghetti Eating Champion

Vincent Vitali of Bridgeport, Conn. has at last met his match as the title holder of the spaghetti-eating championship. After winning 9 successive contests in delightful tussles with savory spaghetti strands, he met an equal though not a superior, in a contest staged by the Roma Social club of that city last month. Adolph Nodoski, representing the Madison Civic club "ate his way to a draw" with the champion, many pounds of this delicious food disappearing in the contest.

Though held to a draw in this instance Mr. Vitali is still the champion. What puzzles him most is how anyone with a "ski" to his name could even assume to contest with one of his blood in spaghetti eating. The race was a hot one from the first bite to the last gulp, the 2 winners soon leaving all other contestants far behind. Since the contest there have been challenges and counter challenges—the 2 winners offering to out-eat any other couple in the world in spaghetti.

Australian Spaghetti Ship

The Boston News Bureau reports a new line of export from Australia that is interesting to the macaroni manufacturing industry everywhere. It states that a steamship recently left Melbourne, Australia for England carrying 1,000,000 cartons of spaghetti and macaroni made in Australian factories from Australian wheat. The shipment is to be distributed through the 5000 jobbers throughout Great Britain.

The news item further states that the newly developed macaroni manufacturing industry in Australia is due to the successful growing of a suitable red wheat in South Australia and that the manufacturers and shippers of that country hope eventually to supply Great Britain's whole annual requirements of 5000 tons of this foodstuff, besides supplying the home market.

"Welcome" Macaroni

Stuffing



"I don't have to be sold on the use of macaroni products, as they have always been my favorite from my 'kid-days' on."

Ann Welcome,
Director Home Economics,
The Call-Bulletin.

"Macaroni Stuffing" for the Thanksgiving Bird has been recommended in recent years by leading macaroni manufacturers and has been gaining deserved favor among dietitians. Miss Ann Welcome, director of home economics, The Call-Bulletin, San Francisco, Cal. in a recent article suggested a macaroni chestnut stuffing for turkey that is rich, tasty, economical and easily prepared as a change from the usual filling.

"Thanksgiving, or Christmas or any festal day—and a great, brown, crispy-sided turkey on a huge parsley-bedded platter. A curl of savory steam—the pungent tantalizing whiff of well seasoned dressing. Is it any wonder that our thoughts go home on these feast days? So few folks make good dressing these days. Perhaps the loving care, the rites that grandmothers held over the preparation of 'grandma's dressing' had a mighty lot to do with that fluffy, flavorsome filling the carving of the turkey revealed.

"Whatever you use for stuffing or dressing, remember that it is the seasoning that counts—seasoning above all things. Just to be different—and wouldn't we all be just that?—why not fill the interior of Mr. Turk with Macaroni Stuffing? Here's how it's made:

Macaroni Stuffing

1/2 lb. macaroni
1 cup prunes
1/2 lb. chestnuts, unshelled
3/4 tsp. each salt, pepper, sage
3 apples
2 tbsps. butter
1 egg

"First cook the macaroni until tender, and drain; cook and stone the prunes, and cut into quarters or smaller. Pare, core, and chop the apples. Parboil the chestnuts, remove hulls and cut into quarters. Mix together the macaroni, the apples, the prunes and the chestnuts with melted butter and beaten egg. Add the seasoning. Stuff the bird. This is planned for an average sized turkey, say from 8 to 10 lbs.

Italian Dressing

"Cook until fairly tender in four tablespoons olive oil or chopped turkey fat 5 or 6 medium onions, chopped fine; parsley—several sprigs; giblets, chopped fine; half pound hamburger or sausage meat. Add 5 or 6 cups bread crumbs soaked in water, squeezed dry. Cook all slowly until dry in appearance, stirring well. Add salt, pepper and 1 1/4 teaspoons allspice, 6 tablespoons Romano cheese and 2 eggs. Beat until fluffy and stuff lightly into the bird.

Macaroni Dishes Popular

The exhibit of macaroni products by the Los Angeles Pacific Macaroni company at the 1932 Food Household Show in the Shrine Civic Auditorium, Los Angeles, the middle of November proved to be one of the most popular in the very successful show. The attendance broke all records due to the excellence and variety of exhibits and the lectures by brilliant women at the head of the Household Departments of the southern California newspapers which generously supported the exhibit.

The Los Angeles Pacific Macaroni company displayed its many brands among which were "Gold Medals," "Italy," "Golden State" and "Revelation." During all the sessions they displayed many new ways of preparing macaroni dishes. The officials are well satisfied with the favorable impression made by their exhibit on old and prospective customers of macaroni products.

Cold of Canada Tests Wheat

Nature ignores artificial boundaries between nations and scientists who work with nature must do the same. This fact is emphasized by the friendly, informal cooperation of Canadian and United States Department of Agriculture specialists on an important wheat breeding project.

To find winter wheats that will survive severe winters without serious loss, the department has cooperative experiments in several northwest states. As the conditions in the great Canadian wheat areas and our northwest are similar the department cooperates with Canadians at several places in testing the winter hardiness of new wheat varieties. The plan is mutually helpful, as the more severe Canadian winters provide a better test

for the American wheats and the tests give the Canadians an opportunity to try the American varieties. The department workers furnish seed to the Canadian cooperators and the scientists of that country report the results.

This cooperation extends to other wheat studies and also for some flax and other cereals. The winter hardiness tests are in Montana, North Dakota, Kansas, Wyoming, Nebraska, Iowa and Minnesota. Canadians cooperate at 7 stations in the 3 prairie provinces of Manitoba, Saskatchewan, and Alberta. The furthest north is at Edmonton, Alberta.

New Baltimore Firm

Baltimore, Md. has a new macaroni manufacturing plant, situated in the heart of the business district, 1101-1103 Maryland av. It professes to be the largest plant on the south Atlantic seaboard devoted exclusively to manufacture of macaroni products of all kinds.

It is a modern daylight plant with 3200 square feet of floor space and with the most modern equipment from mixers to dryers, according to J. S. Davis, executive vice president in charge of sales.

The new institution is entirely Baltimore owned, the management being in experienced hands. It has faith in the macaroni prospects in the Baltimore territory, having been organized when business conditions were at a very low ebb. As part of the promotion program of the company, its officials have extended invitations to the schools, the leading civic organizations and women's clubs to inspect the plant and see for themselves the intricacies of macaroni and noodle making.

Paragraphic Hits

A wise man will make more opportunities than he finds.

Every fact that is learned becomes the key to other facts.

Enjoy the present day, trusting very little to the morrow.

The surest way not to fail is to determine to succeed.

Money is a good servant, but a dangerous master.

Vision sees through things; GRIET sees them through.

No matter how much you slice it, its still a golf ball.

Oh! Man Accident never takes a vacation.

A woman dislikes men who understand her.

In business it takes "sense" to make "dollars."

Accidents are seldom happy accidents.

The Autobiography Of a Dollar

I AM THE WORLD RENOWNED, GREAT
AMERICAN DOLLAR

I was born in a beautiful city on the banks of a charming river, the capital of a great nation. Unlike human beings I can remember no childhood, though it is said that I had a formative period in the care of artists whose brains conceived the beauty of my face and whose hands realized the glory of their dreams. But to them I was only a pretty thing of paper with line and color upon it. They gave me nothing else, and I really began to live only when some one representing the Great Nation stamped a seal upon me. Though a bloodless thing, yet I felt a throb of being. I lived and the joy of it went rioting through me.

I remember that at first I was confined in a prison, bound with others by an elastic band which I longed to break, that I might escape to the welcoming hands of men who looked longingly at me through the bars. But soon one got me and I went out into a great, wide and beautiful world.

Of the first months of my life I can remember but very little, only that I was feverishly happy in seeing, and particularly in doing. I was petted and admired and sought after. I went everywhere and did everything. So great was my popularity that some even bartered their peace of mind to obtain me, and others, forced to see me go, shed tears at the parting. Some, unable to have me go to them otherwise, actually stole me. But all the time I cared nothing, for I was living and doing—making men smile and laugh when I was with them and weep when I went away. It was all the same to me whether they laughed or cried. I only loved the power that was in me to make them do both and I believed that the power was without limit.

I was not yet a year old when I began to lose my beauty. I noticed it first when I fell into the hands of a man with long hair and pointed beard who frowned at me and said: "You poor, faded, dirty thing to think that I made you!" But I did not care. He had not made me. It was the Great Nation. Anyhow I could still do things and make even him long for me. So I was happy.

I was one year and a half old when I formed my first great partnership with others of my kind, and it came about like this: I had been in the possession of a poor woman who had guarded me for a week in a most unpleasant smelling old purse, when I heard a sharp voice ask for me—nay, demand me, and couple the demand with a threat that my guardian should lose her home were the demand refused. I was given over, I hoped to better quarters, but in this I was sadly disappointed, for my new owner confined me in a strong but ill favored box where thousands like myself were growing

mouldy and wrinkled, away from the light of day. Sometimes we were released at night to be carefully counted by candlelight, but that was all. Thus we who were imprisoned together formed a partnership, but even then we were not strong enough to free ourselves. One night the box was opened with a snap and I saw the thin pale face of my master looking down at us. He selected me and 99 of my companions and placed us outside the box.

"There's the money," he said, "As I told you. It's all yours. Are you satisfied now?" I looked across the table at a young girl with a white, set face that was very, very beautiful. She did not answer.

"If you want it why don't you take it?" he snarled at her. "I can tell you again that there is nothing else for you."

The girl had something in her hand that I saw. I see more than most men. The thing she had made a sharp noise and spit a flame at him. He fell across the table and something red and warm went all over me. I began to be unhappy for I thought I saw that there was something in the world that could not be bought. For him I cared nothing.

It was strange that after my transfers I was at last used to pay the judge who tried the girl. I was in the judge's pocket when he sentenced her to death. He said: "May the Lord have mercy on your soul." But I knew, for I told you I could see more than most men, that he didn't believe in the Lord or in souls. He left the court to spend me at a —, but I think that I will not mention that shameful change. There was nothing strange about my falling into the hangman as part of his pay. I had been in worse hands in the interim.

I saw her die. Not a word did she say about the man she killed, though it might have saved her to tell of the mock marriage and the other things I knew she could reveal. She thought it better to die, I suppose, than be shamed. So she died—unbought. It made me still more unhappy to think of it at all. The dark stain never left me but I cared nothing for that. What troubled me was that I knew she wanted me, was starving for what I could buy, but spurned me and died rather than take me. There was something that had more power than I possessed.

I made up my mind to forget, so my next effort was the greatest I had yet made—my partnership with millions of others. I traveled long distances over and over again. I dug gold from the earth and so produced others like myself. I built railroads, skyscrapers, steamships and great public works. I disguised myself in order to enhance my power, under new forms of paper and metal, coin, drafts, checks, orders and notes. Indeed

I scarcely knew myself when I returned to the bill with the red stain upon it. My partners were nearly all with us one day when the master came in with a man and pointed us out to him. The man shook his head. It was a great, massive head, good to look at. My master talked a long time with him but the man never changed. Then he received a great roll of us in his hand. He threw us down, kicked us and went out without a look back. I was more unhappy than ever. He had spurned me, though I knew by his look that he wanted me. I felt cursed I had not much power at all. There was another thing I could not buy.

But a curse came in good earnest 2 days later. The terror of that has never left me. I saw a man die who loved me better than his honor or his God. He refused, dying, to give me back to the man from whom he had stolen me. The priest who stood by his bed implored him. He refused and the priest turned from him without saying the words of absolution. When the chill came on him he hissed and spit at us and croaked his curses, but the death rattle kept choking them back into him, only to have him vomit them into our faces again and again till he died. The priest came and looked at him.

"Poor fool!" he said to him, but to me and my companions he said: "You sent him to Hell."

Ah! What a power that was, but while I rejoiced in it I was not glad enough. He could have conquered had he only willed it. I knew he was my master long before I mastered him.

His dissipated and drunken children fought for us beside his very bed. I was wrenched from one hand to the other, falling upon the dirty floor to be trampled on again and again. When the fight ended I was torn and filthy, so that patched and ugly I was sent back by my next master to the great capital to be changed; to have the artists work again on me and restore my beauty. They did it well but no artist could give me new life.—(Anonymous.)

Some Fleet!

The largest group of commercial cars owned by a single organization is that of the Bell system which throughout the nation operates a fleet of about 20,000 motor vehicles.

The drivers are carefully selected and properly trained. They are thoroughly educated on the proper maintenance of motor vehicle equipment and they are taught that safety is a first consideration. They must meet certain defined physical and mental standards. They must have periodic physical examinations. They must have a fair knowledge of traffic regulations.

Safety work certainly is functioning with the Bell system drivers. Accidents have been cut approximately 50% in recent years.—*The Safe Driver.*

Responsibility walks hand in hand with capacity and power.

Consolidated Macaroni Machine Corporation

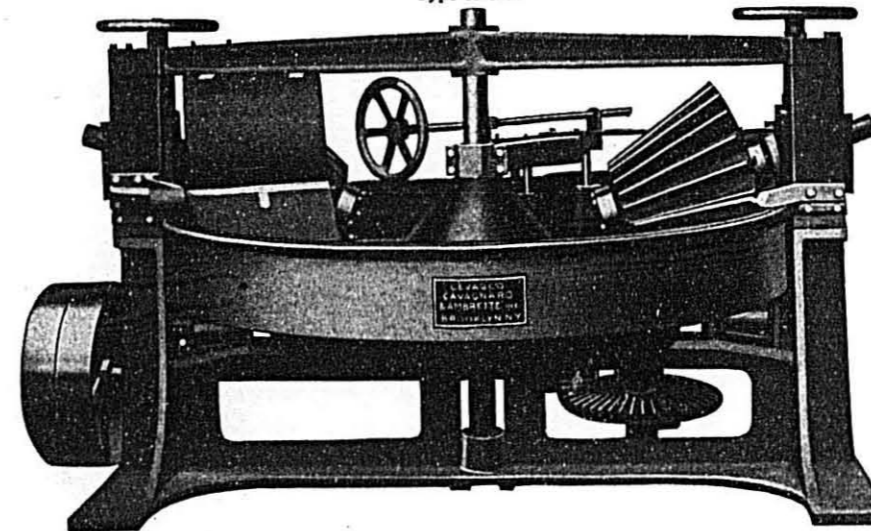
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

Secrets of Successful Trade Marking

By **Waldon Fawcett**

Written Expressly for The Macaroni Journal

A New Calling Comes to Aid of Branders

There is a new occupation or profession enlisted in the service of the business community. One more expression of that specialization which is the very essence and spirit of latter day progress in organization for manufacture and marketing. But even though some macaroni sellers may feel that specialization is being overdone in some respects, there can scarcely be any quarrel with this latest manifestation. Because this last subdivision of responsibility is all to the good of commodity branding.

The new calling is so new that even its disciples are not yet agreed upon a standard designation. In its contact with the macaroni world this latest concentration of creative effort is most readily visualized as "package designing." But the practitioners have various choices of title. In addition to "package designer" there is the alternative of "package engineer." Hinting an even broader scope of endeavor is "product developer" or "designer to industry." "Color planner" rather narrows the definition, yet is patent so far as it goes. And finally we have a number of self-styled "merchandising consultants" or "merchandising counselors" whose principal work is the designing or redesigning of wrappers and containers.

Both directly and indirectly this new dignity in the art of designing to sell, or designing for display, is benefiting the cause of macaroni identification. Even though the identification in the future as in the past is destined to be dependent mainly upon a familiar trade mark or brand name. Directly the new attention will be helpful, because one of the main objectives in package redesign or package modernization is to "give the trade mark a chance." Realists in the strategy of marketing have known all along that not in every instance has the all-influential trade mark had its proper place in the package sun, much less dominated the whole package layout, as it should be. Maybe color backgrounds have not been right. Perhaps the position of the trade mark has been badly chosen. Possibly the dimensions of the trade mark reproduction have not been in the proper relation to the remainder of the typography. Whatever the faults arising from the old hit-or-miss methods, scientific package designing assumes responsibility for playing up the trade mark as it deserves. But with care,

mind you, not to tamper with the getup of the trade mark itself.

This angle of "trade mark intensification" as a goal in package design was discussed the other day by Arthur S. Allen, one of the foremost members of the new profession and especially well known as a master of color in packaging. Said Mr. Allen: "One of the primary principles of the advisory color specialist is to give the name of the product a chance. That sounds like a paradox, but it is literally true that a good many packages seem to be designed as a sort of puzzle picture. Our constant aim is to eliminate unnecessary copy, unnecessary decoration, and give air to the principal part of the label—the name of the product, and secondary to that the name of the manufacturer. One of our greatest difficulties is to convince people that a little copy says more than a lot on a label which must make its impression at a glance or not at all."

Indirectly as well as directly the new order operates to focus popular attention upon macaroni nicknames. Quite apart from improving the execution and placement of the trade mark itself the miracles of package redesign help in that they provide better environment for macaroni marks. The whole "atmosphere" of a package is toned up. The name plate gets a better background, that serves to emphasize it. And like as not the studied, judicious use of color or color combinations, actually increases the visibility of the keymark. Which last is mighty important for the sake of "shelf-value" or all the purposes of display, as well as for the cultivation of impulse-buying, especially where product recognition must be made by shop and run consumers.

Knowing how extensive has been his work for General Foods Corp., Best Foods, and other leaders in packaging for display, I asked Mr. Allen whether lack of understanding has made so many producers of foods slow to appreciate what the new-found vocation is doing for the cause of product recognition. "There is really no mystery," he replied "about the work of an advisory designer and color specialist. The foundation of the work, as far as package design is concerned, is that the label or package must relate to the contents.

"This seems obvious and yet how

many packages are displayed bearing absolutely no relation to the contents in color or design. In laying out a color plan my first step is to pour out some of the material itself onto a piece of white paper in a north light. Then I lay my color plan starting with the color of the material itself, using opposite or harmonizing colors in their proper relation. Naturally this method of procedure tends to make the package and product a unit blending into one impression and yet with 2 constituent parts, each emphasizing the other."

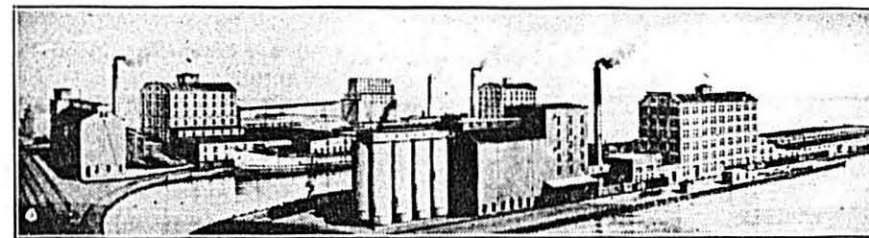
* Color in packaging and in trade mark display is a particular hobby with Mr. Allen. He ranks as of utmost importance the proportionate relation of colors in labels and in ensemble package design. Other members of the new school of package stylists are similarly imbued with an ambition to conjure the coveted consumer reactions by unconventional, unusual, bizarre effects in the shape or form of a container. Here again the new profession makes a significant approach to brand display. Because not only the size and position of a trade mark on a package "face" but also the number of times the trade mark is repeated on the several "fronts" of the package is likely to be influenced by the selection of a fashionable figure for the package.

To make assurance doubly sure, in the new cult of planned packaging, there has lately been evolved a form of team play whereby several specialists in design and display are called into consultation and merge their judgments. In the past, many a macaroni manufacturer in quest of a sure-fire design, has followed somewhat the same plan. Only, he was likely to form his council of amateur designers, including even the office stenographer. His thought, of course and properly enough, was to obtain a group of opinions which would uncover every weakness in the design that might injuriously affect the selling plan. A skeptical manufacturer would thus, he supposed, be saved from the impractical ideals of a lone artist or designer who would develop the artistic and beautiful elements of a package and neglect the salient features that make a best seller. The only flaw in the formula was that though the laymen may not be carried away by "art," yet on the other hand they do not grasp all the

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MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR



To all our customers and friends

A Very Happy Christmas

and A

Healthful Prosperous New Year



DULUTH-SUPERIOR MILLING DIVISION

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

BRANCH OFFICES

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

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

limitations of the technique of package design and fabrication.

By way of dodging the last mentioned difficulty, and yet following the idea that 3 or 4 heads are better than one, we have the scheme which involves "associated designers" or a "service studio." Modern merchandising is held to require group planning. The problem of manufacturing, packing and ultimate presentation must all be reckoned with in planning packages and plotting the position of the trade mark on the package. The professional group which makes common cause of package design includes usually, an artist, a copy man and a sales promoter, not to mention an engineer who sees to it that favored designs will work well in modern weighing and packaging machinery. But the package designer is the captain of the crew and it is fortunate that he invariably understands the importance of adequate display for trade marks and is ready to fight to keep the brand uppermost in package attire no matter how many conflicting interests are pulling for this, that, and the other consideration when sketching the "dummy."

Motorized Speed Reducers

Motorized speed reducers of exceptionally high efficiency, capable of employing nearly any type of motor, have been placed on the market by the Louis Allis Company, Milwaukee. The motor and speed reducer are combined into a single, compact, self-contained unit which makes an attractive, easily mounted, slow speed drive for many types of industrial machinery. Ratings available are 1/2 to 75 h.p., with output speeds 4 to 400 r.p.m.

Efficiencies as high as 97% or more are made possible by simple design which reduces to a minimum the number of rotating and wearing parts. High grade precision gears and pinions with high grade, over-sized ball bearings throughout insure accuracy, quiet operation and long life.

Built in styles accommodating nearly any type of motor, these units can be furnished with motor characteristics and style of mounting best suited to each application. The integral style, in which the endbell is removed and the motor close-coupled to the gear casing, is most common where an open motor or enclosed nonventilated motor is employed. The flexible style, in which the entire motor, without any change, is mounted on the gear casing, is furnished where conditions require an explosion proof, enclosed fan cooled, splash proof, or other protected type of motor. Either style can be furnished to provide normal starting torque, high starting torque, high slip, adjustable speed or other desirable characteristics that can be built into separate motors.

Did the doctor take your temperature today?
He did, and all my available cash.

Macaroni Products Industry in Canada, 1931

By Department of Trade and Commerce, Dominion Bureau of Statistics, Census of Industry, Ottawa

The production of macaroni, vermicelli, spaghetti, etc. in Canada in 1931 although greater in volume was nevertheless lower in value. The output in this industry amounted to 20,311,423 lbs. valued at \$1,195,987 as compared with an output of 16,819,625 lbs. valued at \$1,246,147 in 1930.

The 14 establishments comprising this industry were distributed by provinces as follows: Ontario 4, British Columbia 4, Quebec 3, Manitoba 2 and Alberta 1. These plants reported in 1931 a capital investment of \$1,847,708, an average employment of 233 persons

who received \$173,493 in salaries and wages. They also spent \$580,032 for materials and produced goods valued at \$1,195,987.

Imports of macaroni, vermicelli, etc. decreased from 2,968,506 lbs. valued at \$225,691 in 1930 to 1,294,649 lbs. valued at \$91,171 in 1931. Exports, however were higher. In 1931 they amounted to 1,149,934 lbs. valued at \$55,911 as compared with 731,842 lbs. valued at \$54,076 the previous year.

The tables that follow give detailed statistics of production capital, employment, materials used, imports and exports, etc.

TABLE 1. Principal Statistics by Provinces, 1926 to 1931

Provinces	No. Establishments	Capital	Total No. Employes	Total Salaries and Wages	Cost of Materials	Value of Products
1926 CANADA	11	\$1,286,907	317	\$250,469	\$960,373	\$1,560,510
Ontario	4	345,914	67	63,290	319,110	442,959
Quebec	3	819,320	222	166,577	581,627	999,562
Western Provinces	4	120,863	28	20,602	59,636	117,989
1927 CANADA	11	1,239,819	305	243,249	970,402	1,547,359
Ontario	4	287,317	59	52,436	271,316	413,407
Quebec	3	816,220	214	161,974	621,686	995,098
Western Provinces	4	136,282	32	28,839	77,400	138,854
1928 CANADA	11	1,250,832	299	246,421	902,958	1,476,171
Ontario	4	326,210	58	49,320	119,073	336,343
Quebec	3	768,188	205	162,394	618,568	975,899
Western Provinces	4	156,434	36	34,707	85,317	163,929
1929 CANADA	12	1,843,282	280	215,360	755,576	1,484,262
Ontario	3	185,149	27	24,521	80,774	157,744
British Columbia	4	93,247	29	10,967	36,356	60,264
Other Provinces	5	1,564,886	224	179,872	638,446	1,266,254
1930 CANADA	13	1,835,319	240	166,311	726,478	1,246,147
Ontario	4	199,959	29	13,903	58,190	82,596
British Columbia	4	159,324	31	27,380	80,631	134,363
Other Provinces	5	1,476,036	180	125,028	587,657	1,029,186
1931 CANADA	14	1,847,708	233	173,493	580,032	1,195,987
Ontario	4	92,882	28	19,575	76,103	138,312
British Columbia	4	173,935	24	19,374	48,670	86,502
Other Provinces	6	1,580,891	181	134,544	455,259	971,173

PRODUCTION

TABLE 2. Production, by Provinces, 1930 and 1931

	1931		1930	
	Quantity Pounds	Value	Quantity Pounds	Value
CANADA	20,311,423	\$1,195,987	16,819,625	\$1,246,147
Ontario	2,986,262	138,312	1,237,348	82,596
British Columbia	1,588,209	86,502	2,291,008	134,363
Other Provinces	15,736,952	971,173	13,291,269	1,029,188

MATERIALS USED

TABLE 3. Quantity and Cost Value of Materials Used 1930 and 1931

Materials	1931		1930	
	Quantity	Cost Value	Quantity	Cost Value
Flour	20,570,102 lb.	\$ 425,703	17,031,445	\$ 576,402
Eggs	2,920 doz.	675		X
Egg powder	16,144 lb.	9,532		X
Milk powder	8,720 lb.	671		X
Salt	23,689 lb.	245		X
Coloring	472 lb.	611		X
Containers, etc.		142,480		140,971
All other materials		115		9,105
Total Cost		580,032		\$ 726,478

X—Included under "All other materials" in 1930.
(Continued on Page 26)

Special Allowances Killing National Brands

Just what are the effects of excessive demands on manufacturers of nationally advertised brands by large distributing organizations? Under the heading, "Twin Evils—Free Deals and Advertising Allowances," Printers' Ink for October 1932 attempts to answer the question. Though the arguments are based on the drug trade, they apply equally forcefully to macaroni and all advertised brands:

The demand for donations, advertising allowances and free deals by large distributing organizations has grown with such astounding rapidity within the last 3 years that we doubt whether even those advertisers who are most affected realize how very serious it has become. It is strangling the life out of the brand salability which some of them have created for their merchandise at a cost of thousands and even millions. Here is how the strangling process operates.

A drug chain buyer, let us say, goes to the manufacturer of a branded cosmetic to place a large order.

The manufacturer, as a matter of course and without argument, concedes him the regular jobber discount which may be 15 and 2. There may be some justification for this based on the theory that quantity prices should go to quantity buyers regardless of the distributing function performed.

Then the buyer asks for an additional 3% off for P. M. purposes. Then of course there is the matter of displaying the goods in the windows and in the store—another 3 or 4 per cent discount. Next there is an advertising allowance.

The net result is that the buyer stretches the regular jobber discount—legitimate enough in itself—into one of 25% or more. He can then realize an unholy profit on the deal or he can cut the life out of the selling price. He usually cuts the price.

The inevitable result is that competing dealers, regardless of the laid-down cost of the merchandise of their stores have either got to meet this cut price or deliver most of their business in the line to the chains. If they meet the price they make no profit or even suffer a loss. Then we hear long diatribes to the effect that advertised brands are not good for the ordinary dealer because they do not pay him a profit—which, under the circumstances, they don't.

Thus the manufacturer deliberately fosters if not actually creates, a situation which before his very eyes drains away the virility of his advertising.

Sometimes the vicious circle is completed to an extent that causes even the favored retailer to ditch the line upon which he has gained these concessions; it becomes too hot for him to handle. For example:

A manufacturer of shaving cream granted the drug department of a certain large department store discount upon discount, favor upon favor. The process was that of rolling the free deal and the advertising allowance into one.

The item in question is widely advertised and the store saw in the transaction an opportunity to offer a perfectly stunning loss leader value. The various concessions therefore were utilized to pull the selling price lower and lower. There was no particular thought about direct profit; the whole emphasis was laid upon attracting attention to the department.

But eventually the store tired of having such a huge turnover in this item at no profit. It threw out the advertised brand and substituted its own. The climax, therefore, was that the manufacturer had sacrificed no end of good will in other retail outlets that could not compete with the murderous prices offered by the big department store. It had nullified a great part of the huge amount it had invested in consumer and trade advertising. And on top of all that the outlet which had created all this mischief was suddenly closed to the manufacturer. In other words, the manufacturer's special allowances were used to kill his brand.



Merry Xmas

&

Happy New Year

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, N. Y.



TRADE MARK

Shopright and International Convention

By OSCAR A. GEIER
Patent Attorney

American inventors and owners of American patent applications usually wish to protect their inventions in foreign countries only after the examination in the Patent Office in Washington has shown that the invention is really novel and there is at least a good chance of obtaining an American Letters Patent. They know that the provisions of the International Convention, to which most of the important countries of the world belong, give them a period of 12 months in which to decide whether foreign protection is desirable and in what countries it should be sought. Inventors and patent owners know that according to the terms of the Convention, nothing which transpires during these first 12 months from the date of the filing of the first patent application can invalidate their patents in foreign countries. The usual widespread idea about International Convention is that it simply erases 12 months from existence, as far as this particular invention is concerned. However this idea is incorrect, and many inventors and manufacturers have lost valuable rights by not examining the stipulations of the Convention with more care.

Article 4 of the International Convention reads as follows:

"a) A person who has properly filed a patent, a petty patent, a design patent or a trade-mark application in one of the Convention countries . . . will enjoy the right of priority for filing in other countries provided, however, that the rights of the third parties will be maintained.

b) Consequently, a subsequent filing in one of the other countries of the Union . . . will not be invalidated by events taking place in the interval . . ."

It has been found that the wording of this Article is somewhat obscure and indefinite, and therefore practically every country has a different conception of its interpretation. It seems to be definitely established, however, that the sole purpose of this article is to protect an applicant filing under Convention and to secure his rights to a patent, which would otherwise be invalidated. It is expressly stipulated in the Article that rights of third parties will not be invalidated by any actions that the applicant may take.

The question as to what these rights of third parties actually are, is, as we have already mentioned, differently defined in practically every country belonging to the Union.

Probably the most important question, to which there is no answer in the text of the Convention, refers to the rights of a third person, who has reduced an invention to practice in a foreign country during the period of time between the date of filing the first application and the date of filing of an application under Convention in that foreign country. In some countries this person has no rights

whatsoever. Should he file a patent application he is considered as being a junior party and the application is refused. Should he begin to manufacture the invention and to sell it to others the patentee, who filed under Convention, is able to stop him from doing so as soon as a patent is granted.

It should be made clear, however, that many important European countries do not give this protection to an applicant who filed his application under the International Convention. The third party, who has reduced the same invention to practice during the convention interval, will not be able to obtain a valid patent in any of these countries. Nevertheless he may obtain certain rights and privileges which under circumstances may seriously affect the rights of the patentee.

Germany is probably the most important country which follows this practice. According to the decision of the German Supreme Court of June 5, 1920 a third person, who has reduced an invention to practice during the priority year but before the rightful inventor has filed his application in Germany, has the right to continue using this invention even after the inventor has received a patent on it. This right of the third party is essentially a shopright. It is connected with a shop, factory or firm where the invention was first used. The third party may under certain circumstances have the right to manufacture the invention, use it for himself or sell the manufactured article to others. He can even manufacture the patented articles in other factories, provided that they still remain connected with the original shop or factory. This shopright is undetachably connected with the shop and can be sold to others only together with that shop.

Austria has followed the example of her sister country and has adopted the same principle.

The rights of the prior user are substantially the same as in Germany, where these rights are protected. Holland has also followed Germany's example.

The rights of the prior user which have been established before the filing of a patent application, are also protected by the patent laws of Poland, Hungary, Finland, Denmark, Sweden and Norway. In all these countries it is understood that the protection granted to the prior user extends also to those cases wherein the rights were established during the Convention interval. Leading attorneys of these countries agree that Article 4 of the International Convention does not diminish this protection in any way whatsoever.

It should be pointed out once more that the rights of the prior user can be exercised only in connection with his shop, factory or business. The extent of these rights will necessarily depend upon the

nature of the business. If the business consists in manufacturing and selling articles then the prior user will be able to continue manufacturing and selling even after the patent is granted. If on the other hand the establishment consists merely in a laboratory, the prior user will have the right to use the invention in the laboratory, but will not be able to commercially exploit it.

Italy is a country which is strongly in favor of protecting the rights of the prior user as much as possible. The delegations of the Italian government at all international conferences have again and again defended these rights.

In all countries protection is granted to the prior user provided only that he has established his rights in good faith. The courts in most countries have not as yet settled the problem as to whether a prior user who has learned of the invention through the publication of a patent granted to another party, has acted in good faith. It would seem that most countries would not consider this as being in good faith and would not under these circumstances grant the prior user any rights whatsoever. In most cases, however, it should be quite easy for a prior user to claim that he derived his knowledge of the invention, not from a published patent but from another source and quite independently of the patentee. The courts faced with this problem will be compelled to decide whether protection should be given to the prior user who is helping the home industry by manufacturing an invention in the home country, or to protect the rights of a foreigner although these rights will probably be more profitable to the industry of a foreign country.

The above will show that an applicant can lose valuable rights even if he files within the term stipulated by the Convention. In case of important inventions therefore, it is inadvisable to rely too much on the Convention and the surest way of avoiding danger is the early filing of patent applications.

Salesman Accused

In a trial held in the Ridgewood Court, County of Queens, New York a macaroni salesman was charged with appropriating part of his collections for personal use by Andrew Cardinale, macaroni manufacturer of 4655 Metropolitan av., Maspeth. As is customary with many firms in that section of the country the salesman is also the collector of accounts and the proprietor, dissatisfied with the cash returned started an investigation which resulted in the charges that approximately \$150 of the company's money had been misappropriated.

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Macaroni-Cracker Combinations

When first mentioned macaroni with crackers seems incongruous but J. N. Lesparre, chef-steward of the Commodore Perry hotel, Toledo, O. recommends 2 excellent combinations of macaroni products with crackers in the Nov. 12, 1932 issue of Hotel Gazette. He likes:

Baked Macaroni and Crackers—Commodore Perry Style

Approximate cost 5c per portion
Mixture serving: 24 persons

Ingredients:
2 lbs. macaroni
1 lb. shredded soda crackers
6 oz. butter
2 oz. flour
1 qt. milk
2 tsp. salt
1/2 tsp. pepper
1/2 tsp. worcestershire
1/2 cup tomato meat
2 1/2 oz. cut up Swiss cheese

Preparation: Boil macaroni in salted water, cook for 15 to 20 minutes until tender, then take out, drain and cool off. Make cream sauce with butter and flour. When a little brown, add the milk slowly. Stir up until it comes to a boil; add the macaroni, crackers, salt, pepper, worcestershire sauce, tomato and cheese. Stir until well mixed, then pour in an earthen dish, pan or enamel, and bake in a hot oven for 10 to 15

minutes. This dish will make a very fine Friday meal.

Baked Oysters with Crackers and Spaghetti

Servings: 6 persons. Entire cost 54c.

Cost per person 9c.

Ingredients:
1 pt. fresh selected oysters
1/2 lb. shredded soda crackers
1/2 lb. butter
1 cup cream
1/2 tsp. celery salt and pepper
1/2 lb. spaghetti
2 tsp. Parmesan cheese

Preparation: Cook spaghetti in salted water for 10 to 15 minutes. Cool off and drain. Wash the oysters, drain and cook in sauce pan with the butter for 3 to 4 minutes. Then pour cream, celery salt and pepper and let stew together for 4 minutes longer. Have baking pan ready with the cooked spaghetti in bottom, pour the creamed oysters over. Spread the cheese and crackers on top. Bake in hot oven for 10 minutes, and serve.

Golden Rule Spaghetti Dish

In well balanced, money saving menus intending to serve tasty and nourishing meals, at a low cost to permit the spending of the money thus saved in feeding the hungry and unem-

ployed, the Golden Rule Foundation for the Golden Rule week early in December, recommends spaghetti with tomato, cheese and meat balls.

During the war the Golden Rule foundation was started with the idea of having people eat simple meals on one Sunday in December so they might get the real feeling of what the less fortunate people in the war areas were eating every day of the week. With the coming of the depression and consequent suffering in this country the foundation is leading a war against want and unemployment and to the end that those who are better off may "save to give," it suggests menus costing as low as \$8.88 a week for 5 persons.

Here is the spaghetti recipe offered to whet the appetites of those who are anxious "to save to give."

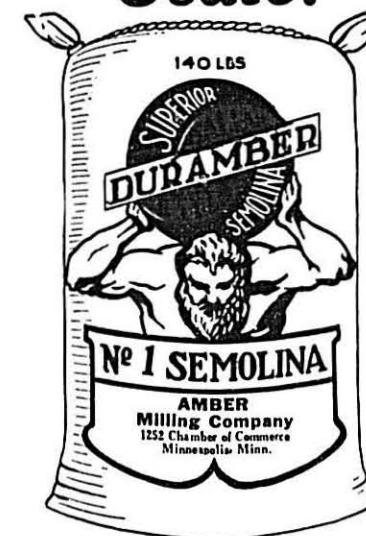
Spaghetti with Tomato, Cheese and Meat Balls

1 large onion
1 can tomatoes, strained
2 tsp. salt
1/2 tsp. pepper
1 tsp. worcestershire
1/2 lb. chopped meat
8 oz. spaghetti
1/2 lb. cheese
1 tsp. oil

Cook sliced onion in oil until brown. Add strained tomatoes, salt, pepper, worcestershire. Bring to a boil and drop in meat that has been formed into small balls. Cook slowly for one half hour. Pour over cooked spaghetti and serve with grated cheese.

Volete Una Pasta Perfetta E Squisita

Usate!



Non V' E' Semola Migliore.

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

★
Day The Christmas Bells
Ring in for You an Era of
Unalloyed Happiness and
Constantly Increasing
Prosperity.

The Star Macaroni Dies Mfg. Co.

Legend of the Stolen Macaroni Recipe

During the first part of the 12th century as Federico II of Svevia reigned in Naples, a sensational happening took place which has been retold generation after generation until the present day.

In a small alleyway in a humble and shabby shack lived an old man with a snow white beard, called Cicho. The public considered him a terrible wizard able to do anything. In reality the appearance of this man was that of an old gentleman very well groomed, with a very alluring smile which did not justify the devilish qualities implied. The fact was he never made friends with any one, living the life of a hermit. Most of the time, the windows of his home were lighted all night long. This justified an infinity of gossip, rumors one worse than the other. People used to say that he passed long hours near the oven of his laboratory of alchemy, mixing and perfecting in his pot some mysterious material which gave out a wonderful odor. Without any doubt, according to their beliefs, it was an infernal mixture to poison people. They also said that this horrible man used to appear covered with white powder which he would shake off in the street, adding a deep mystery to it all. Other people saw his hair and beard tainted with a red mixture which proved that he used to tear apart living bodies and perhaps innocent babies to feed himself.

It happened that to his home came to live a woman, Jovannella di Canzio, whose husband was an assistant chef in the Royal Family. This woman was so wise, malicious and such a tattletale that she had no equal. Hearing all about this terrible wizard she swore to herself to discover this mystery. After a very active research she succeeded. Instead of telling all the neighbors as she had intended to do in the beginning, she went to her husband announcing the great discovery by which she intended to make a fortune. Her husband of course thought she was going out of her mind, but her

convincing power succeeded, and she induced her husband to bring this discovery to the chef at the Royal palace. She knew that the deliciousness of this dish discovered by her would be well worth the taste of the king. Her husband tried his best to convince the chef who discussed it with the majordom, who in turn reported it to the assistant of the courts, who referred everything to the King Federico II.

The king took this as a joke, but as he was anxious to know about the novelty he invited this woman into his Royal kitchen to prepare this exquisite dish for the Royal Family. The woman went promptly and in 3 hours had done everything. First she took some flour and mixed it with a little water and some eggs and worked it for quite a long time, making a very thin sheet of dough. Then she cut it in ribbons and rolled it in tube form. Making quite a quantity of it she exposed it to the sun's rays to dry. Then she took a pan with some butter, added finely cut onions and fried them. When the onions were fried brown she put in a big piece of meat and cooked it brown, added the dense juice of red tomatoes which she had passed through a sieve, and allowed all to cook over a very slow flame.

When dinner time arrived she put this tube form paste in the boiling water with salt, cooked it, drained it and put on the sauce which she had made, adding also some grated cheese.

The dish was given to the King. After he ate it he remained completely stupefied with such a delicious taste. After paying the woman great compliments he asked her if she would be kind enough to give the recipe of this dish to his head chef, paying her one hundred gold pieces. This story was immediately spread around the nobility of Naples, who sent their chefs to this woman, making her very rich. Not long after, the business people did the same thing and sold the plebeian. In 6 months time Naples was

eating macaroni (from "Macarus," "divine food").

Meanwhile Cicho, the originator of this new dish inclosed in his room continued to perfect his discovery. The poor old man being so studious and a philosopher also, after having studied so hard thought that it was far better to invent a good wholesome food for the people than to invent a new theory, discover a new comet or an insect. He had worked years and years on his idea—and now that he had finally completed his work he was very happy, never thinking that one of the women had played against him in his game.

One day upon going out of his home a very familiar odor of cooking sauce met his nostrils. Being very suspicious he set out to confirm his doubts. Upon entering the house where the odor was coming from he found his discovery in full operation. Shaking from head to foot he rushed out and entered other homes where he found them all preparing macaroni. Knowing then that he had been robbed of his secret he hurried to his home and transformed into a crooked, lame and wild man threw his books into the fire, destroyed everything and disappeared alone and ignored. People say that the devil spirited him away.

Many years later on her death bed, Jovannella, the woman who had stolen his secret confessed her sin and died screaming like a lost soul. From that time on the old wizard's home was never occupied because, as the story goes, every Saturday night don Cicho would come back to cut his macaroni while Jovannella di Canzio would mix the sauce. Meanwhile the devil grated the cheese with one hand and tended to the fire with the other.

Whatever was said later did not stop the people of Naples from eating the most tasty dish—macaroni.

We do hope that individual and corporation macaroni advertising will succeed in convincing the American people to eat more macaroni, as fast as Jovannella did to the Neapolitans. (Contributed.)

Determination wins; persistence is always rewarded.

Read Our Advertisements

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

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

Live Well on Eight Cents a Meal

One of the outstanding lessons housewives of this country are learning is that it is possible to cut the family food budget to what in the halcyon days of 1929 would have been deemed an incredibly low figure.

Thousands of wives throughout the country, who in prosperous years ordered lavishly and paid slight attention to waste or food values, have been suddenly confronted with the problem of feeding the family on an extremely lean allowance.

To many this sudden transition brought confusion, resentment and near panic. It just couldn't be done, they declared. The children must have proper food and their usual orange juice and Grade A milk. We can't do it on less and have meals appetizing, was their complaint.

Realizing this widespread condition the Golden Rule foundation of New York, which sponsors the needs of underprivileged and handicapped children, obtained the cooperation of 18 nationally known food experts and diet specialists in the preparation of a series of low cost menus. The result is a well balanced, appetizing diet at a cost of 8c a meal, or a total of \$8.88 for a family of 5 for one week of 21 meals.

The menus are especially designed for use during Golden Rule week, Dec. 11-18. The advisory committee which prepared and tested them includes an

impressive list of women editors, writers and consultants on foods, also college, university and public school experts in nutrition and home economics, all of whom are widely known and accepted as authorities.

The food costs are based on current retail prices and the ration has been carefully balanced, providing seasonable variety and the required number of calories for both adults and children. The family as visualized by the committee comprises father, mother, an active high school boy needing more food than his father, and 2 younger children, a girl of 10 and a boy of 6.

Not Depression Meals

Lest anyone be led to the conclusion that an 8c meal such as the Golden Rule foundation has described must inevitably be unappetizing and inadequate they are recommended to run through the interesting menus and excellent accompanying recipes. Any housewife with imagination will fairly tingle to try them out. There are wholesome soups and salads, nourishing macaroni dishes and ingenious omelets. The inexpensive meat cuts are worked out with skillful consideration of the appetite. There are vegetables and fruits in abundance and the simple desserts are all appealing, both to the eye and appetite. All meals provide milk for the children and either tea or coffee for the 2 adults of the family.

The menus, with recipes and caloric value, costs and percentages of food groups, are issued in an attractive 48 page illustrated booklet which the foundation supplies on request. They are designed to reach 2 groups: the unemployed to whom the services of experienced dietitians and home economists in providing well balanced, wholesome and attractive meals at low cost are thus made available, and for that larger group of approximately 38,000,000 employed to whom the economy menus will appeal as a means of saving that they may share with those who are in need.

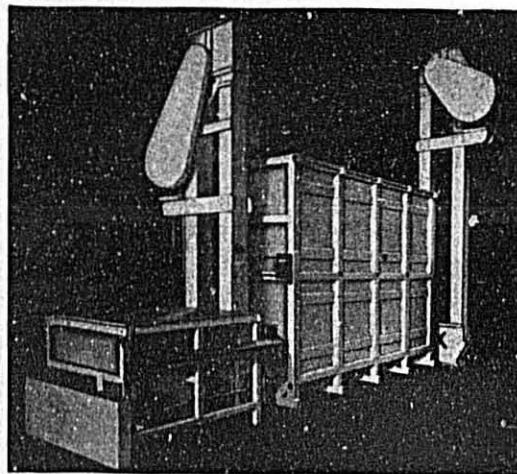
A suggestion which undoubtedly will take hold of the imagination of some thousands of housewives is that each meal be dedicated to an "unknown guest"—some type of need in which the family or individuals are interested and that the savings obtained, plus as much more as circumstances permit, be contributed to meet that need.

The foundation points out that a consistent observance of Golden Rule Week, in addition to saving substantial sums with which to provide food for the hungry, will express brotherhood and help to save souls from the atrophy of selfishness; tend to break down the barrier of misunderstanding between rich and poor and contribute to social and moral progress in the nation.

The glory is not in not falling but in rising every time you fall.

CHAMPION—

in name and fact!



The Champion Flour Outfit is all its name implies—a REAL CHAMPION.

The Champion Flour Outfit blends, elevates, conveys, sifts and aerates your flour in one operation. It is the most modern equipment in efficiency, in labor and flour saving.

Flour is a most important item, and you might find on checking up that your annual flour loss runs into several hundreds if not thousands of dollars if your Flour Handling Equipment is not up-to-date.

The modern Champion Flour Handling Outfit shown here pays for itself because it insures absolute accuracy, increases handling capacity and is most economical in operation and upkeep.

Write Today for full Particulars!

CHAMPION MACHINERY CO., Joliet, Illinois

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets

New York, N. Y.

How Are Your Motor Trucks Driven?

Safe, Economical Operation Requires Driver Training and Control

No one responsible for the operation of motor trucks can afford to ignore or entirely delegate to others, such an important phase of the administration of his business as the building up and maintaining of a staff of careful, efficient drivers.

Excepting bus drivers, almost all have a dual function and unfortunately the driving part is regarded as incidental. They may be salesmen, inspectors or artisans of one kind or another, and the use of a motor vehicle to get them from place to place is just a bothersome necessity. Even those whose business is delivering or collecting goods expect other service than mere driving from the men who ride the trucks, and are inclined to attach more importance to their other services.

That is one of the reasons why it is hard to get those who use motor trucks in their business to give due heed to the way they are driven. To them their rolling time is just time lost or worse, a business hazard, because they may have an accident while running and cost money for damage claims.

It is usually hope of reducing accidents that gets any driver training started, but besides that first and most important consideration—safety—there are other profit producing or profit conserving possibilities from controlling drivers. First, however, a little more about the mistake of regarding running time simply as lost time. Admitting that it is an unavoidable expense and as such a handicap to profits, what do smart people do when they have handicaps that cannot be removed? They strive to turn them into advantages.

Trucks Are an Advertising Medium

Much or little value may be had from the running time of trucks, if treated as advertising.

Other advertising is bought on the basis of circulation—or the number of prospects it reaches. Having spent good money for this advertising the buyer is very careful of the kind of copy he uses. Why not be equally careful about the advertising that trucks thrust upon their owners? They circulate all over the territory. They carry the name and they are making the business known—favorably or unfavorably—and almost entirely depending upon the way they are driven. They may say nothing about the quality of the goods or service but they are broadcasting the kind of a house behind them, for every institution is known by the employes it keeps. They are the principal contacts with the public.

Drivers' conduct while on the trucks is just as important as when they are off delivering goods or performing any other

of their functions. It is not enough to impress upon them the importance of treating customers well so that they will not lose business already gained, for if they forget their manners when they get back in the driver's seat they may meet another customer, as a motorist or pedestrian, with unfortunate consequences. Whether or not they meet customers they surely will meet prospects and if

they offend one he is lost forever, and if they do it habitually their employer might just as well stop spending his money for advertising, mail campaigns or other efforts to get new business.

AND IN THEY WENT

Sandy and Lizzie were strolling along one of the city streets looking for a picture theatre. At last they came to one over the entrance of which was a large placard: "The Woman Pays." "I guess we'll go in here," said Sandy.

Failure is more frequently from want of energy than want of capital.

Macaroni Products Industry in Canada, 1931

(Continued from Page 20)

IMPORTS AND EXPORTS

TABLE 10. Imports and Exports of Macaroni, etc., 1930 and 1931

Articles and Countries	1931		1930	
	Quantity Pounds	Value	Quantity Pounds	Value
IMPORTS				
Macaroni, vermicelli, etc.				
United Kingdom	1,008	\$ 97	1,020	\$ 105
United States	1,129,143	80,253	2,503,086	194,667
France	113,982	7,772	321,327	21,026
Other Countries	50,516	3,049	143,073	9,893
Total	1,294,649	\$ 91,171	2,968,506	\$ 225,691
EXPORTS				
Macaroni, vermicelli, etc.				
United Kingdom	695,957	\$ 29,669	106,035	\$ 6,841
Bermuda	53,798	2,963	54,010	3,732
British West Indies	76,764	4,798	83,607	6,537
Hong Kong	65,590	2,828	60,739	5,418
Newfoundland	40,028	2,563	410,388	30,197
New Zealand	183,898	10,884	17,063	1,351
Other Countries	33,899	2,206		
Total	1,149,934	\$ 55,911	731,842	\$ 54,076

The following is a list of the firms reporting the manufacture of macaroni, spaghetti, vermicelli, noodles, etc., in 1931 (practically 100% of the macaroni industry in Canada).

Quebec

Catelli Macaroni Products Corporation, Limited	305 Bellechasse Street, Montreal.
Catelli Macaroni Products Corporation, Limited	5510 St. Dominique Street, Montreal.
Sorento Macaroni, Limited	14051 Notre Dame St. East, Pointe aux Trembles.

Ontario

Cabot Macaroni Manufacturing Company	325 James Street North, Hamilton.
Dominico Strano	Huntsville, Ontario.
Murateori Macaroni Manufacturing Company	Merriton, Ontario.
Toronto Macaroni Manufacturing Company	2782 Dundas Street West, Toronto.

Manitoba

Catelli Macaroni Products Corporation, Limited	427 Henry Avenue, Winnipeg.
Marius & Company	471 De Lamorenie Street, St. Boniface.

Alberta

Catelli Macaroni Products Corporation, Limited	Lethbridge.
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British Columbia

Louie Gain (FarKay Noodle Factory)	433 Georgia Street East, Vancouver.
Famous Foods, Limited	1315 Hastings Street East, Vancouver.
Catelli Macaroni Products Corporation, Limited	573-575 Beatty Street, Vancouver.
Otojiro Sone	127 4th Avenue West, Vancouver.

Hawaiian Macaroni Trade

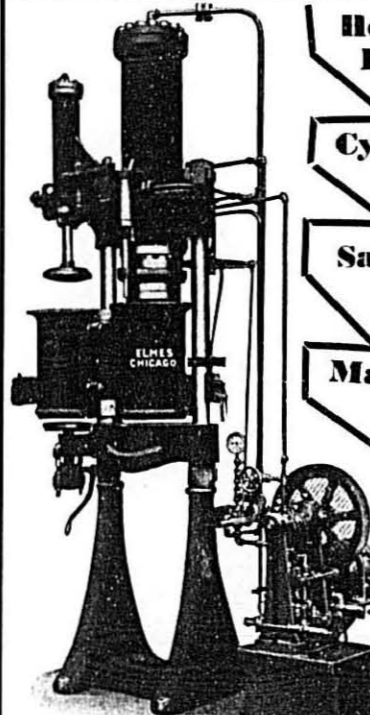
From a close study of the U. S. Custom House records covering the imports and exports of Hawaii in its trade with this country made by the *Honolulu Advertiser* for the fiscal year ending June 30, 1932 the macaroni trade shows only a slight fluctuation despite the period of depression and the general slump in business. Although the shipments of merchandise from the mainland of the United States to Hawaii during the last fiscal year decreased approximately 17%, the shipment of macaroni products showed an increase of 13,298 lbs., or approximately 1 1/2%. In value there is shown a decrease of \$10,037 or about 15%.

For the 12 months ending June 30, 1932 the total quantity of macaroni, spaghetti and egg noodles exported from the United States to this island possession was 826,750 lbs. with a value of \$59,024. For the same period ending June 30, 1931 the Hawaiian imports were 813,452 lbs. valued at \$69,061. The lower value on the increased poundage is attributed to a drastic cut in price on all kinds of macaroni products.

The United States shipments of goods of all kinds to Hawaii in the fiscal year 1932 were valued at \$67,515,598 compared with \$82,392,386 in the year previous, and \$83,059,960 two years ago.

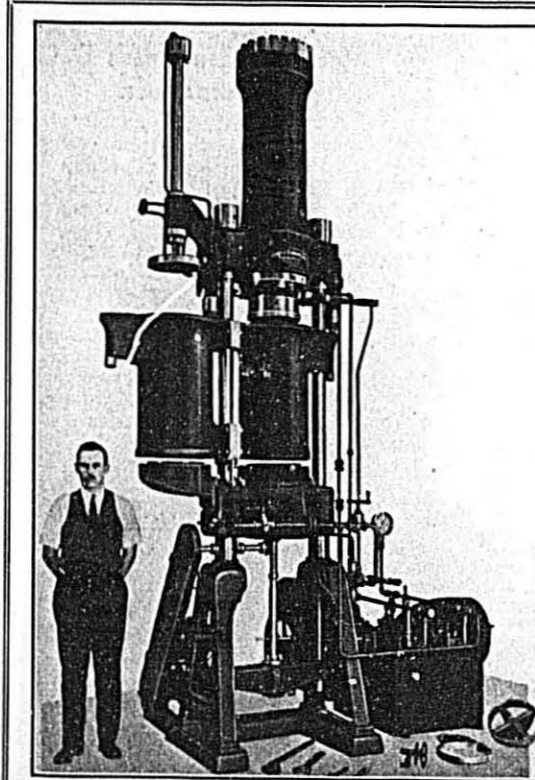
Hawaii's shipments to the United States in the fiscal year 1932 were \$95,362,867 as compared with \$106,098,975 in 1931 and \$108,098,975 in 1930. Sugar constituted Hawaii's chief export to this country, 2,029,771,757 lbs. valued at \$59,181,207 being shipped in the fiscal year 1932.

Punctuality is the stern virtue of men of business.



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

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



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

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

All Sizes Up To Largest in Use

N. Y. Office and Shop

255-57 Center St.
 New York City

The MACARONI JOURNAL

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

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

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K. J. DONNA, Editor

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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 December 15, 1932 No. 8

Shipping Goods by Truck

By Elton J. Buckley, Counselor-at-Law,
Philadelphia, Pa.

A subject of interest to business men who have to have merchandise transported by railroad, boat or truck, either from themselves or to themselves, is what is going to be the legal status of trucks as a means of transportation. This must be established on some definite basis before very long and I have no doubt it will be. It is on no definite basis now, and therefore trucks can beat railroads all to pieces as a transportation method, mainly because of lower investment, lower overhead, lower rates, greater speed and greater mobility. In some of these respects the truck will always have an advantage over the railroad, but much of the advantage can be eliminated by a system of control and taxation, and I am confidently predicting that that course will be followed in the not distant future.

A United States court recently had a case from a western state which ought to be interesting, as showing the possibility to business people in the same territory of using trucks instead of railroads for the transportation of freight. One difficulty trucking systems are just now is created by the natural opposition of the railroads, through the public service commissions which practically every state has now. Operating a trucking system today is not as easy as it was, for the reason that it must first be passed on by the public service commission, which can give or withhold a certificate of public convenience. If the commission believes that the service proposed to be given by the truck is not needed—in other words, if the shippers of the territory are already

sufficiently served by the railroads, or by other trucking companies—the commission can refuse the certificate and the trucks can't run.

In this the commissions are favoring and protecting the utilities all they can, which up to a certain point is proper and laudable. For instance as the Pennsylvania commission wrote me recently: "Because of present economic conditions, the revenues of all lawful carriers have been greatly decreased, in some cases to the extent that continuous service by them is endangered. For this reason, the Commission has refused to authorize an increase in the number of competing carriers of this class unless there is a definite public necessity for the additional service."

The result is that the number of trucking companies operating for freight has been greatly reduced. Had it not been for the public service commission, there would today be thousands more trucks on the road than there are.

In the case I referred to a number of men got together and started a trucking business. They got business at once, in fact they got so much business that the Denver & R. G. W. Railway Co. filed a complaint against them before the Public Service Commission on the ground that they were operating as common carriers without a certificate of public convenience. The commission upheld the complaint, refused a certificate, and ordered the trucks to stop. Loath to drop a large and lucrative business the truckmen tried a number of schemes to get around the ruling, all of which were unsuccessful, and finally they made an arrangement by which a number of wholesale and retail houses in the territory took over some of the trucks, established their own little trucking company and hired one of the truckmen from the original company to operate it. The railroad attacked even this as a subterfuge to get around the commission's order, but it lost. The court said:

[8, 9] Several individual owners of mercantile stores can jointly purchase, own, and operate a truck and employ a person to operate the same for the purpose of transporting merchandise required by them in the operation of their stores. Such store owners are not required to obtain certificates of convenience and necessity, and are not required to comply with the Public Utilities Act, as long as the operation of the truck is confined to the carrying on of their respective mercantile businesses. If they operate the truck for others and as a common carrier, as well as for their own institutions, they would then become subject to regulation by the Public Utilities Commission. The defendant Lester Anderson (the man who had been employed as driver and manager) may operate a truck for an association of merchants just as he could obtain employment and operate a truck for the appellants. In so doing, he is merely an employee and will be engaged in the business of his employer; if his employer is a private carrier, then that will constitute his business; if he is employed by a common carrier, then he becomes engaged in a business of that character. The fact that Lester Anderson had previously been engaged as a common carrier illegally does not prevent him from continuing to operate a truck so long as his operations are those of a private

carrier, or as an employee of a private carrier.

This seems clear enough, and would probably be the law of any state in the Union. I regard it as likely, therefore, that these small trucking companies, individually owned, and operated only for their owners, will spring up in various parts of the country. This I think is the greatest danger the railroads have to fear because such companies at present are entirely beyond regulation.

Hal Ranck With Keystone

Hal M. Ranck, former merchandising director under the cooperative advertising regime in 1931, has found the macaroni game so interesting that he is once more concerned in promoting consumption of this food, this time as a particular brand. The management of the Keystone Macaroni company, Lebanon, Pa., recently announced that Mr. Ranck has joined the sales staff of that firm, with headquarters in Washington, D. C. He will have charge of the promotional work for Keystone products in Maryland and Virginia, especially in the Baltimore and Washington districts. He will specialize in package goods, contacting the American trade particularly, putting into practice some of the merchandising plans advocated by him to the members of the National Macaroni Manufacturers' association when the advertising campaign of that organization was at the height of its glory, early in 1931.

Macaroni Man Heads Del Ray Corporation

A. Ansara has been appointed general manager of the Del Ray corporation, San Francisco, Cal. manufacturer and distributor of Del Ray Fine Foods. For 5 years he was district sales manager for the American Beauty Macaroni company of Kansas City, Mo. but for the past 2 years he was actively associated with the firm of which he is now general manager.

Mr. Ansara has announced a change in the distribution policy of his firm effective immediately. The company will restrict its activities entirely to manufacturing and distributing its well advertised lines which includes canned spaghetti and other macaroni products through the regular jobbing and organized outlets.

Better a good driver than a good dodger.

WANT ADVERTISEMENTS

WANTED—Latest type used macaroni machinery: mixer, kneader, dough break and egg noodle folding machine. Address "Fags," c/o Macaroni Journal, Braidwood, Ill. (8)

WANTED TO BUY—Used Mixer, Kneader, 2 Vertical and 1 Horizontal Presses; set of tin of moulds. Address "L.P.," c/o Macaroni Journal giving location, condition, sizes and lowest prices. (8)

The National Association Trade Mark Service

New Trade Mark Regulation

The use of "Registered Trade Mark" on goods for sale in China is prohibited unless it is actually registered in China, according to new regulations of the trade mark bureau of China.

Use of Colors in Trade Marks

Colors may be claimed as distinctive features or a trade mark in Cuba according to a recent decision wherein a manufacturer and distributor of an infringing product were found equally guilty and criminally responsible by the courts, and damages awarded the injured party.

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

Patents granted—none.

TRADE MARKS APPLIED FOR

Seven applications for registration of macaroni trade marks were made in November

1932 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Bean-roni

The trade mark of The Kansas City Macaroni & Importing company, doing business as The American Beauty Macaroni company, Kansas City, Mo. for use on combination of macaroni and beans. Application was filed Aug. 29, 1932 and published Nov. 1, 1932. Owner claims use since Feb. 1, 1932. The trade name is in black type.

Soup-roni

The trade mark of The Kansas City Macaroni & Importing company, doing business as The American Beauty Macaroni company, Kansas City, Mo. for use on cut macaroni for use in soups. Application was filed Aug. 29, 1932 and published Nov. 1, 1932. Owner claims use since Feb. 1, 1932. The trade name is in heavy type.

Vimco

The private brand trade mark of Vimco Products company, Carnegie, Pa. for use on spaghetti, macaroni and noodles. Application was filed Sept. 9, 1932 and published Nov. 15, 1932. Owner claims use since July 1, 1932. The trade name is in shaded, outlined letters.

Servmore

The trade mark of Long Island Macaroni Co., Inc., Long Island City, N. Y. for use on macaroni, spaghetti. Application was filed August 13, 1932 and published November 15, 1932. Owner claims use since June 4, 1932. The trade mark consists of a triangle in the

center of which appears the portrait of Joseph V. Marchese, son of the president of the applicant corporation. Above the triangle appears the trade name. Near the bottom appears the kind of macaroni products used, the firm name, weight of package etc. All the words, except "Servmore," are disclaimed, apart from the mark as shown in the drawing.

Famico

The private brand trade mark of F. & M. Importing Co., Inc., doing business as Famico Company, Los Angeles, Calif. for use on alimentary pastes, spaghetti, macaroni, and other groceries. Application was filed October 4, 1932 and published November 15, 1932. Owner claims use since July 22, 1932. The trade name is in heavy type.

Listers

The private brand trade mark of Lister Bros., Inc., New York, N. Y. for use on starchless macaroni and other groceries. Application was filed August 19, 1931 and published November 22, 1932. Owner claims use since May 1915. The trade name is in heavy type.

Mrs. Rapp's

The trade mark of The Dan-Dee Pretzel & Potato Chip Company, Cleveland, Ohio for use on noodles. Application was filed Mar. 30, 1932 and published Nov. 29, 1932. Owner claims use since Aug. 26, 1931. The trade name is in outlined, shaded letters.

LABELS

Carrocio's

The title "Carrocio's Spaghetti," was registered November 8, 1932 by T. A. Carrocio & Sons, New York, N. Y. for use on spaghetti. Application was published October 11, 1932 and given registration number 41381.

La Choy

The title "La Choy Chow Mein Noodles" was registered November 29, 1932 by La Choy Food Products, Inc., Detroit, Mich. for use on canned chow mein noodles. Application was published January 2, 1932 and given registration number 41464.

THE CAPITAL TRIO



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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS

CAPITAL FLOUR MILLS

Offices
Corn Exchange Building
MINNEAPOLIS, MINN.

INCORPORATED

Mills
ST. PAUL, MINN.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

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

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The President's Message

The "New Deal"

Last month the voters of the nation went in most emphatically for the "new deal" proposed by President-elect Franklin D. Roosevelt. So far this is only a nebulous phrase which in some way or another it is hoped may be realized. But how? Echo answers—"How!"

President Hoover and President-elect Roosevelt have agreed all along that the one big job that affects most of the people and calls for the strongest support of leadership is "Economic Recovery." Mr. Roosevelt will assume the responsibility of leadership in furnishing the new program next March. It will be along the lines of the "new deal" and the best brains in the country, irrespective of groups or parties, will be employed in the effort to invent ways and means to produce real relief. All Americans wish them unlimited and unqualified success.

The good old U. S. A. has rocked a good deal but she's the best ship in the world, and all who have faith in themselves and their Creator confidently expect that Uncle Sam will pilot us out of this economic storm into smooth sailing waters. We have had plenty of panics and depressions; they have all run their courses and "passed out." Let's all help to speed the day when the present depression is far and definitely behind us.

The Macaroni Industry, like all other trades will benefit by the "new deal" in the way of a clearer understanding of our respective rights and closer cooperation in activities aimed at general trade betterment and individual prosperity.

The good old National Association has frequently been rocked by storms within and without the Industry, but for nearly thirty years it has stood faithfully by the trade it represents and by which it was created and fostered. In the dawn of the "new deal" there is an opportunity for the thinking manufacturers, the progressive business men in the trade to unite more determinedly behind this National Association and to that end I once more invite all to rally around the standard of this tried and truly representative organization.

The New Year is rapidly approaching. Let's forget all that is passed and think more seriously of our future. Voluntarily join your National Association and in company with your fellow manufacturers help work out our salvation and our destinies. In this spirit, I bespeak the minds of all officers and members in wishing you the Compliments of the Season.

ALFONSO GIOIA,
PRESIDENT.

Noodle Machinery Headquarters

268-270 Wallabout Street

BROOKLYN, N. Y.

Dec. 15, 1932

Manufacturers of Macaroni Products,
United States,
America

Re:—"New Deal" in "Dough"

Gentlemen:

To realize the "new deal" so overwhelmingly approved last month, the "dough" formula must be applied.

The new Congressional Committees will provide the ingredients which are the ideas of the Republicans and the Democrats. These will be mixed thoroly, then kneaded into good conclusions.

This "dough" then goes to the "Break,"—the House and the Senate to be thinned into sheets for passing into the final machine,—our President to be extruded in the form of "shaped dough,"—our laws,—"Legalized Beer," "Repeal of the Volstead Act," "Decreased Tax Burden," etc., all of which will bring "dough" into the pockets of all honest citizens.

Thus, under the "new deal" will the "friendly enemies,"—Republicans and Democrats act in unison for the country's betterment. Why, then, can't the Bulk and Package men, the Large and Small Macaroni and Noodle Manufacturers act likewise in unison for the betterment of our Industry?

As the wheels of business keep revolving, the harm done thru wrong practices reaches all who come within its sphere. Similarly, the good done thru correct practices and proper examples will help all. By the latter method only can the "flour-dough" in our industry become "profit-dough."

The New Year is approaching. Let's all work together to leave behind us the "rancid-dough" of depression and to have 1933 bring to us all the tastier "dough" of renewed prosperity.

With this thought and the Season's Greetings, we are

Sincerely yours,

CS /S. CLERMONT MACHINE CO., Inc.



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

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

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

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

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

PILLSBURY'S *Semolina*