

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 8**

**December 15,
1931**

The
Macaroni Journal



Minneapolis, Minn.

December 15, 1931

Vol. XIII No. 8

Macaroni Volunteers

'Tis always darkest before dawn!

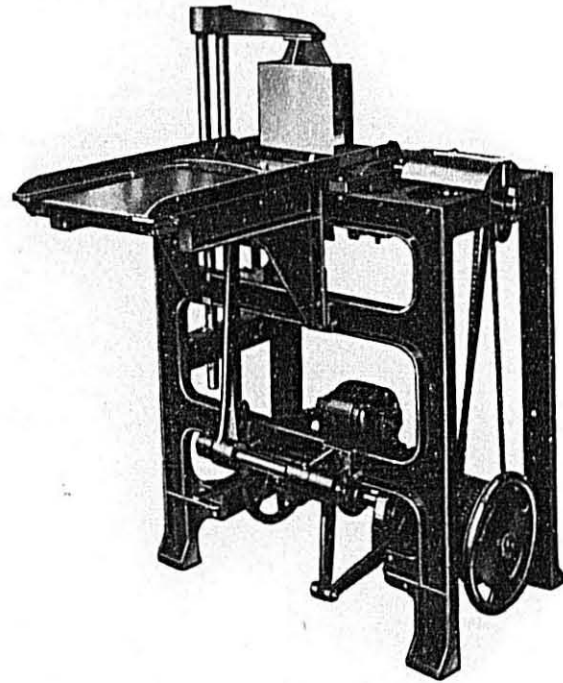
In studying conditions confronting the whole industry, your particular firm and the National Macaroni Manufacturers Association as well, this old but true saying should be remembered.

Things will be brighter soon. But improvement will be hastened by rallying to the support of the National Association that is dedicated to the welfare of the Macaroni Industry.

The Roll of the Macaroni Volunteers will be called at the beginning of the New Year. May the response be indicative of the brighter dawn of a new association era.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

For Sensible
Cost
Reduction



PETERS
JUNIOR
FORMING
& LINING
MACHINE

DEPEND upon Peters! This has become a slogan with manufacturers who look for the newest, the best, the most efficient forming and lining machines. And Peters has proved its ability to live up to this trust again, in the designing of the Junior Forming and Lining Machine.

Efficiency is the watchword of this new machine, which produces formed and lined cartons at the rate of 35 to 40 per minute. In accordance with economy, the Junior requires but one operator. A special feature is quick adjustability, so that the machine produces different sized cartons almost on a moment's notice. Only a small additional cost is required to secure the necessary forms and blocks to make these quick changes possible.

Completely formed and lined cartons are delivered automatically to any conveyor from where they may be diverted to a packing table or filling unit. Automatic coding or dating devices may be incorporated on the machine when desired.

The fine service you have learned to expect from Peters Machinery is given 100% by the Junior Forming and Lining Machine. Inquire further.



Peters Machinery Co.

GENERAL OFFICE AND FACTORY

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



Merry Christmas!

... BY ...

JAMES EDWARD HUNGERFORD

I hope that Christmas means to YOU
A day of blessings rare
Among good friends, whose hearts are true,
Whose happiness you'll share!
I hope 'twill bring the ones you love,
The day with you to spend,
And know you'll thank the God above
For all your BLESSINGS, friend!

To some 'twill mean a cheerless day
With strangers all about,
And not a single SUNSHINE ray
To wipe the shadows out;
And all about us they abound,
In hamlets, towns and marts,
No loving friends to gather 'round
To cheer their lonely hearts.

I hope that Christmas means to YOU
A home that's bright with CHEER;
A wife, and laughing children, too,
And all that life holds dear!
I hope it brings you gifts of gold,
And BLESSINGS without end . . .
For some will be "out in the cold,"
Without a single friend.

I hope you're blest with worldly wealth,
And loved-ones that are true;
With wife and children; home and health . . .
And that on Christmas you
May help your friendless fellowmen,
Whose lives are drab and gray,
And bring God's sunshine back again
To THEM . . . on Christmas Day!

All rights reserved

An Appreciated Christmas Gift

The National Macaroni Manufacturers Association would be spurred on to even greater things if among its Christmas Gifts this year were found *Memberships* from every progressive firm in the macaroni industry. This would bring *CHEER* to fellow members, *BLESSINGS* to giver and *SUNSHINE* for all of us in 1932 and in the years to come.



GUARANTEED UNIFORMITY ★ ★

THE double check system under which Two Star No. 1 Semolina is milled makes possible its unfailing uniformity. Users of Two Star Semolina can always be doubly sure that they are safeguarded against variations in color and strength in their macaroni.

The first check is applied to the Durum Wheat before it is accepted at our elevators. All Durum Wheat used in the milling of Two Star No. 1 Semolina is tested and graded for color and strength. Our huge storage capacity assures high quality semolina at all times.

The second check is made while Two Star No. 1 Semolina is going through the mill. At regular intervals during the milling process accurate granulation, color, and protein tests are made. In this way, you can be absolutely certain that the rich, amber color, satisfying flavor, and high protein content of Two Star No. 1 Semolina will always be the same. It's as dependable as the stars.

TWO STAR SALES OFFICES

- | | | |
|-------------------------------------|--------------------------------------|---|
| Baltimore:
117 Commerce Street | Chicago:
61 N. Michigan Ave. | Philadelphia:
418 The Bourse |
| Boston:
177 Milk Street | Kansas City:
Elmhurst Building | Pittsburgh:
568 Aiken Ave. |
| Buffalo:
Dun Building, 7th Floor | New Orleans:
535 St. Ann's Street | San Francisco:
Merchants Exch. Bldg. |
| | New York:
410 Produce Exchange | |

★ ★ TWO STAR SEMOLINA

MILLED BY MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

THE MACARONI JOURNAL

Volume XIII

DECEMBER 15, 1931

Number 8

The Industry's Champion

For nearly thirty years, in business seasons brisk and otherwise, the National Macaroni Manufacturers Association has pleaded the cause of the macaroni manufacturing industry of this country, one of the infants in the food trade, nurturing, guiding and in every possible way helping it to achieve its present day greatness. In all this struggle for trade betterment, fairer trade practices, wider distribution and greater consumption, the National Association never received one hundred per cent support it rightfully deserved. But it has not flinched or been daunted it carried on, not without mistakes and setbacks, but always contending and often gaining its goal because of the support and encouragement of the better element in the industry.

If ever there was a time when any line of business and especially the macaroni trade needed a champion to plead its case nationally, to fight for the product's rightful place on the American table, that time is right now when the whole business world seems to be sitting on top of a treacherous volcano which is rumbling and threatening general disaster to the unwary and the unprepared. Business leaders wisely describe "Association Mindedness" as the one, sure-cure tonic for our current sluggishness. President Silas H. Strawn of the Chamber of Commerce of the United States of America says: "If Trade Associations were a good thing, they are doubly so now. Never was there a time when cooperation so necessary and Trade Associations so essential as right now. To think of keeping aloof from one's Trade Association at this time is the poorest form of business economy."

With the collapse of the national advertising campaign due to no fault of its setup or management, but to causes beyond its control, the National Association will have to undergo a complete reorganization. Once more the better element in the trade, the progressive macaroni and noodle manufacturers who recognize their duty to their trade association, may be depended upon to place themselves squarely behind this body, thus providing it with both the moral and financial support that a voluntary organization of this nature must have if it is to continue its effectiveness.

Manufacturers may differ in their opinions as to the merits of the advertising campaign, as many did the abolition of artificial coloring practice gained after years of consistent struggling, but none will deny that the trade does need and

must have a national leader and protector, a National Association. Any cause that is championed by a majority of any business group cannot be entirely without merit. Even those whose actions were somewhat instrumental in bringing about the close of the publicity campaign that ends this month have already had cause to regret their ill-advised, impetuous actions.

"The Song Is Ended, But the Melody Lingers On." So runs the tuneful popular song of the day. Whether it be a pleasing song, a kind act or a helpful activity the full effects are not always immediately apparent. Time mellows, measures and judges. Take for instance the cooperative macaroni advertising campaign above referred to. For over a year it was the National Association's major activity, well planned and ably conducted. With its close its effects will not immediately end. For months to come there will be derived untold benefits, pleasant as they may be unexpected.

Proof of this is evidenced by the activity in the headquarters of the National Association where thousands upon thousands of requests for the Association's Thrift Recipe Book are arriving every week from every state in this country and from every nation on the globe. If this is any indication of the interest in macaroni products aroused by a few months of advertising in magazines and newspapers, what might have been the results at the completion of the four year campaign as at first planned! The actual printing of our message to the world is ended but its effects linger on as does the aria of our favorite song.

Day by day business is marching forward and the macaroni industry must keep step with progress if it is to succeed. To this end organization is absolutely necessary. Once more the opportunity to cooperate is given to every manufacturer who is concerned in the welfare of this industry. The National Macaroni Manufacturers Association has always sponsored a number of helpful activities, most of them very successfully, and with the assistance of old members and many new ones who are once more invited to join forces with this organization of proven ability, the fight for trade betterment will continue. A good start for the coming new year is a membership in the National Macaroni Manufacturers Association and a determination to profit from its several trade betterment activities.



» MACARONI IN THE NEWS

Interesting Comments by Food Editors and Expert Dietitians
in the Newspapers

"Winter time is ideal 'macaroni and spaghetti time,'" says a voice from the sun-kissed California sector; "Macaroni products are not perishable therefore very economical," states an authority from the southland; "Successful cookery by housewives begins at grocery" suggests a westerner who recommends purchase of the very best grades only of macaroni products; "Macaroni may be an Ancient Dish but it nicely befits present day needs," declares a Marylander in extolling the virtues of this food stuff.

The number and the variety of articles appearing daily in the newspapers of the country indicate consumer interest in macaroni products, and no opportunity should be overlooked by manufacturers in satisfying this interest by liberal distribution of all possible information as to the real food values of macaroni products, and the ease with which endless, excellent combinations may be made to please all tastes.

TIME FOR MACARONI, SPAGHETTI IS HERE

(Los Angeles Herald)

Macaroni and spaghetti are good foods to think about now that the weather is getting cooler, and the human engine needs more fuel. These foods are made principally of wheat flour, and wheat flour contains protein and carbohydrate in generous quantities.

Although spaghetti is considered a purely Italian food, and though Italy is entitled to consideration as a nation which recognized fully the food value of this paste, history credits the invention of spaghetti to the Chinese and its European introduction to the Germans.

However, it is true that history also records that by the coming of the fourteenth century, Italy was the only nation on the continent which was eating spaghetti, and that she held for a full century the secret of its manufacture.

Later, this sustaining and nourishing food was introduced into France, and it is recorded that Louis XIII, that monarch who was not as splendid as his successor, ordered a dish of it from a little inn at Tours which had made a reputation for serving this delicious dish.

MUCH VALUE IN "PASTE FOODS"

(Tulsa Tribune)

One of the foods which gives an excellent return for the money invested is macaroni or one of the "paste food" products. These products are not perishable and are always available in some form.

There are innumerable shapes and brands of macaroni products on the market which add variety to the ways of serving the pastes. Some of them, such as bow knots, shells, alphabets and twists, are made especially for the Italian trade. Mothers will

find them a source of delight for children.

A very hard wheat is used for the milling of the flour to be used in the making of paste food products. This flour is known as semolina. Macaroni made from pure semolina has a rich yellowish tinge, while that made from a blend of semolina and the farina of spring wheat is not quite so yellow.

Macaroni products, as made from high grade semolina or farina, afford the home-maker the means of serving a food rich in 2 of the most important food constituents and the cook can add the third in her sauce. Consequently the housewife can serve one dish which will supply the muscle building element derived from protein, the energy producing element derived from carbohydrates and the reserve force element derived from fat.

Although very nutritious, it's a somewhat bland food and should be combined with other foods which have a decidedly pronounced flavor. The texture of macaroni, being quite smooth and soft, needs a crisp food of contrasting texture for a satisfactory combination. Because macaroni is also a rather concentrated food, it should be served with foods which will add bulk or "roughage" to the menu. Potato, rice and tapioca, which are also rich in carbohydrates and are soft, bland foods, should not be served at the same meal with a paste food.

MACARONI IS ANCIENT DISH

(Baltimore News)

Macaroni, spaghetti and other similar pastes are considered by the general public as typically Italian, and Italy is probably entitled to the credit for her early appreciation of their virtues and her fidelity to them after adoption.

History credits the invention of the food to the Chinese with a later adoption by the Germans, while the Japanese claim priority in its use by several hundred years, their product being from rice instead of wheat.

Through the ingenuity of American manufacture the macaroni paste, made from a hard variety of spring wheat, is now cut and molded in more than a hundred different shapes, ranging from thick, wide pieces, or long thin threads, to little animal shapes and letters. These latter and small fancy styles are especially attractive when used in soups.

Besides being an economical dish macaroni is quick and easy to prepare and combines temptingly with left-over bits of vegetables, meats, fish or cheese. This proves an attraction to the housewife or cook who is always glad to use food that would otherwise be wasted. Potatoes are often served until the family rebels and macaroni is a delightful substitute for them.

MACARONI, SPAGHETTI AND EGG NOODLES GOOD FALL AND WINTER FOOD

By MILBRED KITCHEN

Successful cookery of macaroni, spaghetti and egg noodles begins with your grocer. In buying them insist upon a quality product. Do not risk disappointing results by scrimping a penny or two on the price. The cost of your other ingredients, fuel

and the like, remains the same; so, safe by getting a good grade of paste.

Do not cook in too much water. The results in a loss of food value. Four cups of water are usually sufficient for a package (6 ounces of egg noodles and one half pound spaghetti or macaroni). However, some brands you will find by experience may take one half to one cup more. With the small amount of water the cooking process will have to be watched more carefully, but there will be less water to pour off after cooking and the flavor of the product will be better.

Be careful not to overcook for when cooked too long the resulting product is soft and shapeless and has lost its appeal. The water should always be boiling when the macaroni or spaghetti is put in then use a low flame, just enough to keep the water boiling. If additional water is required add only boiling water. Add a teaspoonful of salt to the water and drain the water off immediately when the product is cooked to halt the cooking process.

If a good quality of paste product is purchased it is not necessary to blanch it or drain it in order to keep the pieces separate. Leftover portions, or the intentional left "planned overs" should be covered and kept in the refrigerator. If the pieces stick to mat together, run water over them and they will be ready to use.

For fall and winter menus spaghetti will help to give variety at a low cost, for when it is used small amounts of food may be extended to provide ample serving for a larger number of persons.

Wins Wheat King Crown

Herman Trelle of Wembley, Alberta, was named world's wheat king by the award committee of the International Stock Show in Chicago this month. His durum wheat gained him the honor for the fifth time in his career as a longtime exhibitor.

Being King Wheat is no novelty for Trelle. On 4 previous occasions he has won the coveted title with his famous samples from Canada's Peace River valley. This year's honors were won with a sample of durum wheat.

Trelle came near a double crown this year. He was reserve champion in the oats judging contest, where first honors were awarded an entry from the United States.

JUST SO

If we do our best; if we do not mind trifling troubles; if we look resolutely, I will not say at the bright side of things but at things as they really are. We avail ourselves of the manifold blessings which surround us, we cannot feel that life is indeed a glorious inheritance.—John Lubbock.

The wise young lady of today puts her money in her stocking, where it will draw the most interest.

Macaroni Educational Bureau Section

By B. R. JACOBS, Washington Representative

Substitutes Law Enforcement

The macaroni trade has recently been approached from several sources in an effort to induce manufacturers to use substitutes in place of genuine raw materials in the manufacture of macaroni products. As an example of this we have recently had sent me a sample "colored midlings" manufactured by Kansas mill. This product appears to be made from Kansas wheat of not very high protein content and to be artificially colored by spraying with a highly colored oil. When used in the manufacture of macaroni products it gives them the appearance of being made from a high grade semolina. If the colored mixture is used in making noodles, these have the appearance of egg noodles.

The use of colored raw material of any kind is a violation of the law so far as macaroni products are concerned. It must be understood that it is not necessary for the macaroni manufacturer to add artificial coloring directly to his product to violate the law. If he adds any raw material that contains coloring whether knowingly or unknowingly he is violating the law. For this reason all manufacturers should have a guarantee from those who supply him with raw material to the effect that the products they purchase comply with the federal and state food laws.

Another product that is being offered by the macaroni manufacturers by a Kansas mill is flour labeled "Unbleached Amber Durum Blend Flour." Analysis of samples that have been submitted to our laboratory shows that it is not a blend as above stated. It may contain a small amount of durum wheat flour but not sufficient to entitle to be designated as above. A product must have not less than 50% of durum wheat flour to be designated as durum wheat blend. If it does not contain this much durum wheat flour the product must be designated in terms which would show the kind of flour that it contains in the largest quantity.

Macaroni manufacturers should be extremely careful in their purchase of these blends because it is not always possible from an analysis to differentiate between these blends and certain mixtures of various grades of flour. It is very much better for the macaroni manufacturer to buy separately the various types of flour and other raw material and to do his own blending, so that in that way will be sure that the labels he uses in describing the quality of his product will comply with the law.

In the last few months we have had a number of prosecutions by state food law enforcing official, particularly violations having to do with the use of artificial coloring and deficiency of egg solids in egg noodles. These prosecutions have been made in Ohio, Pennsylvania and West Virginia. A number of these are still pending but sufficient cases have gone through the courts to discourage the most flagrant violators who continue to sell adulterated products.

The state of New Jersey has been particularly active in enforcing its net weight requirements. Manufacturers in

New Jersey and those shipping into the state have been warned that the department of weights and measurers will insist on the proper declarations of net weight. The department does not permit the use of the words "average" or "when packed" as it considers these qualifying terms under which manufacturers have been found only too prone to take too much leeway in their weights. It insists that the proper marking should be "net weight — ozs." or "not less than — oz."

It advises the manufacturers to be governed by the above examples in their quantity markings.

» Tackles Employe Pension Problem «

Ten recommendations looking toward improvement and development of employe retirement annuity or pension plans are made by a special committee of the Chamber of Commerce of the United States. The report will be placed before the membership for action at the next annual meeting.

The recommendations advanced by the committee are as follows:

1. Regard for the personal interests of their employes, for the welfare of society in general and for efficient administration of their own enterprises should prompt employers to develop some method for aiding in providing for the financial security of their superannuated employes.

2. The retirement of superannuated employes of long service on annuities is an aid to the profitable and efficient administration of business enterprises and is advantageous to employes, to employes and to the public. The annuity plan should provide for reasonable minimum payment.

3. The adoption of a definite retirement annuity plan should be given mature consideration by the management of every enterprise which has or is likely to have employes of long service, so that it may be in a position to make equitable provision for their eventual retirement.

4. Careful consideration should be given to the question of whether the entire expense of the retirement annuity plan should be borne by the employer, or whether the plan should contain provision for participation by the employes in the cost of the plan.

5. While the particular details to be made a part of a retirement annuity plan are affected by the nature of the enterprise, it is essential that definite

provisions be incorporated specifying employes covered, retirement ages, service requirements and the amounts payable upon retirement. Some provision also should be included for the retirement, in the discretion of the management of employes who, because of disability, become incapacitated for further service.

6. Although the importance of a well rounded employe thrift program is recognized, such a program cannot take the place of an adequate retirement system.

7. Funds which either employers or employes have paid into a contributory plan should be fully safeguarded either through insurance or trust funds. Even in the case of a noncontributory plan it is important for the company to set aside and safeguard as fully as possible a fund to cover its liabilities under the plan adopted.

8. A progressive step toward assuring the benefits of employe retirement annuities to the large number of employes who do not remain with the same employer until reaching the retirement age, would be for employers having annuity plans to permit employes whose connection with the company is terminated after a reasonable period of service to retain their annuity credits properly safeguarded to help provide for their old age.

9. The adoption of public old age pension or relief acts should not deter employers from making provision for their own retired employes, since the trend of such legislation in the United States is in the direction of making provision solely for the care of aged and impoverished citizens, and is not ordinarily applicable to employes on the

(Continued on Page 25)

» THE TWENTY POUND BOX

By JOSEPH J. CUNEO

Of Cuneo Brothers, Importers and Wholesalers, Connellsville, Pa.

"Peace to men of good will" is certainly more significant and proper than "peace and good will to men." The first application can and should be made to all Macaroni Manufacturers so disposed—the second, is not fair and neither is it just, as it renders the same token to those, even not of good will. No man can expect more than he deserves while the second application places him in the same class as those deserving.

Let us ponder, handle, scrutinize and weigh the 20-pound box (or carton) of macaroni, the general, practical standard of the macaroni industry, insofar as bulk macaroni is concerned.

The manufacturer who positively gives orders to the packers of his plant to put from 18 to 19½ pounds net in the labeled "20 pounds net" box, is cheating—not only the jobber and retailer but the consumers, many of whom are poor. There is no denying the fact that this is absolutely true and pertains to some of the bulk manufacturers; but, thank God, it is also true that all the manufacturers have not stooped to this low level of cheating, for many manufacturers' orders to their packers are "pack 20 pounds net," or "pack the net weight written on the label."

If all manufacturers would pack the correct weight in their boxes or packages there would be no price war!

If all manufacturers would pack the correct weight in their boxes or packages the slow process of elimination would immediately effect better quality merchandise and the casting aside of cheap and inferior goods.

Truth, like Nature, is a miracle worker, but it is impossible to sow and reap a harvest the same day. There must be time for cultivation, growth and maturity. Since 1910 the macaroni industry has made wonderful strides toward perfection. In its infancy in America, most manufacturers made 2 brands—one good, the other fair or bad. In general, this does not exist today; because "cultivation" has been used; "growth" has been and will continue to be in evidence, and "maturity" through "standardization" is not far away if the proper cooperation by all manufacturers be exercised.

It is not within the power of government to change human nature. Without moral law there can be no virtue. Without individual initiative no progress. Without justice no peace. Without peace and justice no happiness. Any manufacturer who packs "real" merchandise should be proud of it, and should take more pride in truthfully advertising "net weight 20 pounds—Quality guaranteed." Or "we pack 20 pounds net of Quality merchandise.

Test our honesty—weigh the box!" These seem like small items to some manufacturers but the straightest and shortest path to "standardization" is the one which holds the load of all the "little items" or ideas of the manufacturers, formed into one—then pushed to destination. As in unity there is strength; also in strength there is power, without which no industry can successfully stand.

As there is no sound reason why any citizen who deposits his money in a bank in the United States should lose a single penny of that deposit, so also there is no sound reason why the consumer who deposits his money for a 20-pound box of macaroni should lose a half pound of the contents. Insurance of deposits would end bank runs and almost eliminate bank failures, so also assurance of proper "net weights" would increase bulk sales and consumption.

Why not do it?

How Old Is Old?

They say a man is as old as his arteries. But the hardness of a man's arteries does not show on the outside. He may not even know they have hardened.

It has also been said that a man is as old as he thinks he is, and that is a great deal more important in its application than the arteries statement.

A lot of men in business think when they reach middle age that they have passed the day of learning and they declare you cannot teach an old dog new tricks. They settle down into a groove, prepared to take what comes from that time forward. If they have not by that time achieved any marked success they probably achieve satisfaction with such success as has come to them. They expect, from that point, to roll on with the momentum already acquired.

But middle age, 50 years, is no time for settling into a rut. By that time a good many men have just learned what it is all about, have learned how to use their minds, have just learned what is really worth doing.

Milton was past 50 and blind when he gave the world "Paradise Lost." Benjamin Franklin did not turn to science and philosophy until he had turned the half century mark. Sir Walter Scott at 55 found himself in debt \$600,000 and he set about writing the Waverly novels to pay the obligation. History is filled with such instances.

A man in good health does not weaken in his creditable business performances just because he has passed a cer-

tain birthday. If he weakens it is because he allows himself to think it time to let up in effort. If he is physically fit, he certainly ought to be mentally more fit than ever.

A Senatorial Gourmand

Macaroni was always included in the menu of the late Senator Boies Penrose, renowned republican leader of Pennsylvania, according to a statement by author Walter Davenport in his book entitled "The Life of Boies Penrose" published last October. He is pictured as an extremist in almost everything he did, whether at work or leisure.

He had a penchant for parties and nothing was too good for his guests on those occasions. A typical Penrose meal is described by the author as follows:

"A dozen raw oysters, chicken gumbo, a terrapin stew, 2 canvasback ducks, mashed potatoes, lima beans, macaroni, asparagus, cole slaw, stewed corn, one hot mince pie and a quart of coffee. All of which he stowed away while he drank a bottle of sauterne, quart of champagne and several cognacs."

Senator Penrose was born in 1841 and died in 1921 having served his state in the legislature as one of the youngest men therein, then as member of the U. S. senate where he became one of the most powerful men in his party. He considered his political career failure because he did not achieve what he most desired, the mayoralty of Philadelphia.

December 15, 1931

THE MACARONI JOURNAL

9

★ THE ★ SEASON'S GREETINGS



THE MILLERS OF
GOLD MEDAL
"PRESS-TESTED"
SEMOLINA

Secrets of Successful Trade Marking

How to Monopolize a Trade Mark Idea

By WALDON FAWCETT

Two ambitions come, commonly, to the brander of macaroni or a kindred specialty who has an inspiration for a trade mark that he believes is unique. If a brander thinks he has hit upon a badge for his wares that is really and truly different from every mark that has preceded it he is naturally keen to fence off his pet so completely and effectively that it will remain his and his alone for all time. Having been told that right of invention or discovery backed by prior use establishes a monopoly in a trade mark, the proud owner, not knowing the limitations of our trade mark system, is keen to lift his "business autograph" 2 steps above and beyond the reach of all competitors.

The first thing that the eager trade mark owner would like to do if he had things his own way would be to establish not only a nation wide monopoly for his mark but a monopoly that will spread over all trade lines or commodity fields. Right here the trade marker is due for disappointment. There is no such thing as a "universal" trade mark. No plan whereby a single registration at Washington of a given mark sews up the use of that mark to the one party for employment in all mercantile lines. The very essence of our trade mark system is a zoning plan. For purposes of trade mark administration articles of manufacture are apportioned in some 50 separate commodity divisions. A trade mark user is confirmed in a right to exclusive use of his mark only on such goods as he actually sells or on side lines immediately adjacent to his basic product, to which his activities might legitimately be extended in a normal expansion of his business.

Many macaroni tradesmen do not wish the idea of seeing their precious buy-words or package designs in use by others on shoes, or toilet goods, or confectionery. It is not that they think that the public will buy any of these diverse articles supposing that it is getting macaroni. Nor is there much chance that consumers will suppose that Star Hams are put out by the producers of Star Macaroni, merely because they bear the same mark. Rather is it that the exacting macaroni brander feels that it makes his mark less distinctive and more commonplace if it has "doubles" in other commodity lanes. But there is nothing to do about it but grin and bear it. Or maybe not grin. Unless a macaroni producer manufactured every class of commodity under the sun he could not obtain a blanket registration at Washington for his trade mark.

The second ambition is not quite so hopeless, and to that we will today give our major attention. Tempting as is the

dream of a "universal" trade mark many macaroni men whose interests are centered in their own industry feel that it would be more to the point if they could find a way to monopolize the trade mark idea which they have developed—monopolize it only within the macaroni zone but monopolize all versions of it in that quarter. To grasp what is coveted it is necessary to have clearly in mind the distinction between a trade mark expression and the trade mark idea or plot which is the heart of every trade mark expression or rendering.

There is no trouble at all in persuading Uncle Sam to issue credentials for an unanticipated trade mark vehicle, provided the claimant can prove that he was the first to use the mark in interstate commerce. Very different, usually, is the situation with respect to a trade mark idea. Just as Uncle Sam contemplates parallel use of the same trade mark in different commodity lanes, he condones simultaneous use, sometimes, of different manifestations of the same trade mark idea, provided the different sprouts from the one idea-tree do not look nor sound sufficiently alike to deceive the purchasing public or lead to mistakes by casual customers.

Deeprooted in business circles is a tradition that no one may monopolize a trade mark idea or keep to himself a trade mark formula or pattern. This superstition has been in the main well justified. But lately there have been several rulings at Washington which indicate, that under favorable circumstances a pioneer who has introduced an individualistic type or species of trade mark may win a virtual monopoly of that pattern. Or, at least, he may hope to be successful in shooing away competitors who attempt to trade on the same key-idea, merely giving it a slightly different twist. Therefore it becomes of importance to all who in the future may need new or additional macaroni-marks, to study what can be done to reserve not only an individual trade mark but the fashion set by the mark.

As it happens the rulings which indicate that the supposedly impossible is sometimes possible have not dealt specifically with macaroni or kindred products. But these pace setters have occurred in fields not far distant and the principle is applicable with full force to macaroni marks and other food marks which strike an unusual note of suggestiveness. The outstanding example is seen in a victory won by the Great Atlantic and Pacific Tea company. The A. & P. has inaugurated as a trade mark for coffee the term "Eight O'Clock." A competitor endeavored to obtain the registration of the

mark "7.10." At first the courts were inclined to allow the admission of the second mark. But the Commissioner of Patents overruled his subordinates and excluded the mark as being in the same idea category.

This incident illustrates clearly just how the government evidently intends to protect and reward the creator of a trade mark style. The 2 marks, Eight O'Clock or 8 O'Clock, and 7.10 are of course not duplicated in appearance or in sound when pronounced. But both convey the same hint, viz., a hint of the "breakfast hour." The Eight O'Clock mark brand was the first application of an idea new in trade mark practice—namely the idea of a "time table" technique which designates coffee by the denomination of that morning hour when breakfast is supposed to be on the table or when the hurried commuter hastily grabs his cup of coffee prior to departure for the city. The Commissioner of Patents, by his ruling, as much as says that when a food marketer has devised a unique pattern of "handle" for his specialty no rival shall be allowed to come along and express the same idea in slightly different terms. As the commissioner intimated, if that were allowed it would be no time until a number of branders had put forward respective versions of the same general idea and the firm that struck out for something new in nicknames would be deprived of whatever merit of novelty the idea possessed.

Now we come to the vital question of how a macaroni brander is to hatch a trade mark idea that will be protectable broadly as a manner of identification, instead of narrowly as a concrete proprietary mark? No infallible recipe can be given, more's the pity. Rather, is it a case of feeling one's way—trying, trying and perhaps trying again. At the Patent Office each appeal for idea-protection will be considered on its merits, with due allowance for the circumstances in the particular case. The A. & P. incident, however, illustrates better than all the glittering generalities that might be uttered what sort of trade mark idea may be found worthy of a pew to itself.

As may be surmised from this prize example the kind of trade mark idea which is susceptible of protection in the fullest degree is that which is suggestive or appealing to the imagination. Plainly there is no special knack in adopting one's own surname, distinctively displayed as a trade mark. And it would be folly for a macaroni-marketer to assume that because he selected a representation of a crescent as a macaroni mark he could prevent other macaroni producers from using circles, stars,

September 15, 1931

crowheads and other symbols. But, with a hintful, impulse-giving mark the case is different. Such a mark "dramatizes" a situation, conjures up a vision of experience within the realization of the beholder, or maybe promises a sense of satisfaction in consequence of the use of the marked article. It may well be a social appeal or an unusual suggestion,

THE MACARONI JOURNAL

11

original with the brander who has conceived a unique mark to convey his meaning. Given such a message-carrying mark and the disposition at the Patent Office will be to not only protect the exact mark or message but to prevent imitators from saying something in the same way, even if the meaning be slightly different.

» LIKE FATHER, LIKE SON « «

Taking his cue from an item that appeared in the New York Herald-Tribune reporting the fact that Frank Zerega is one of the leaders of the National Macaroni Manufacturers association and its president and that he traces his family connections with the macaroni industry away back to 1790 in France, Jack Cluett in "The Parade" Cleveland, O. writes this most kindly and congratulatory letter:

Frank L. Zerega
8 Columbia Heights
Brooklyn, N. Y.
Dear Mr. Zerega:

In skipping through my newspaper this morning my eye caught the above relative to macaroni and I stopped to read it further. I decided, after reading it several times, to sit right down and write you, thinking that perhaps, somewhere in the far distant past, our forefathers possibly had a common interest.

I only wish that I could have attended the convention to hear your plans for the future. Unfortunately, I had to go to the Poughkeepsie races that day.

I don't suppose you've ever heard of me, or thought that perhaps, way back in the 1790's, my great-great-grandfather and yours might have been in the macaroni business together. Perhaps I'm not the genealogist that you are, sir, I mean, while my maternal great-grandfather, Nathaniel Gorham, had no connection with the macaroni industry whatsoever, he was elected President of the Continental Congress June 6, 1786, and was one of the signers of the Constitution, although, I have no doubt, he was also very fond of macaroni.

A man has a right to be proud of his ancestors regardless of their profession, and I can understand the admiration you must hold for your great-grandfather who started macaroni in 1790; in the same way, I trust that you will recognize my respect and love for old Nathaniel Gorham who just happened to choose politics rather than food for his staid old New Englander that was.

Now it may be that, generations before your great-great-grandfather and mine had a common interest. (I know with a certainty that one of the Cluetts came away to France from England in the early eighteenth century, and I wouldn't be at all surprised if he be-

came interested in macaroni. His name was Louie, and no record of him can be found.)

It's a strange thing how interests change from one generation to another. For instance, macaroni has been handed right down through your family, from father to son, since 1790. On the other hand, look at my family tree: we have a politician in 1786 (just 4 years before your grandfather found out how to weave macaroni), then we suddenly shift into the collar and shirt business, and from there one ramification disintegrates and becomes a writer. That's a far cry from macaroni making, isn't it, Mr. Zerega? And yet, they may both be the result of the same inception. I mean, I may actually be a macaroni maker by inheritance, expressing it, in this, the fourth generation, by the written word. For that matter if we go back to the very beginning of things, we may find that we are all, fundamentally, macaroni makers. Anyway, I'm what I am by choice rather than inheritance; and I believe if I had macaroni and writing offered me today I'd still select the latter.

Of course, mother would like all her children to be signers of the Constitution, while father, undoubtedly, was sorry to see his eldest forsake collars and shirts; just as your father would be disappointed if you dropped macaroni and opened a bird store, let us say.

Anyway, Mr. Zerega, I just wanted you to know that your macaroni started me thinking. The more so because we can both trace our ancestry back some 140 years through the ages to the time when, on your side, macaroni was being established in France and, on my side, old Nathaniel Gorham was framing the Constitution of the United States. I hope we can both live up to the high standards set by these two illustrious ancestors of ours.

Yours sincerely,

JACK CLUETT.

Shipping Department Vital Unit

Good products should be worthily packed. Often a nice piece of goods that leaves a macaroni manufacturing plant after creating just pride in the heart and mind of the plant superintendent, reaches the retailer and the consumer in a condition that no one is proud of. It's merely another case of

where the shipping department fell down on the job. On the timely topic of need of an occasional check up of the shipping facilities of a food plant, the editor of "The Signode Seal" has this to say:

"Give 'em a Hammer 'n Some Nails—That's All They Need in the Shipping Department"

"A hammer, nails and maybe a ball of rope—that's all they used to give the shipping department—in fact that's all some companies provide today.

"But the costs in these out-of-date departments are not as low as they might be.

"Several recent studies made by our shipping advisers have revealed possible savings running from 20 to 60%.

"Yet, many otherwise progressive firms do nothing for their shipping department.

"A current industrial survey recorded the fact that 68% of the firms checked had made no special study or change in their shipping method in years.

"Revolutionary changes—new methods—new machinery and materials are available.

"Many improvements can be effected practically without further capital investment.

"In times like these when profits are so difficult to produce—every department must contribute to the economy program.

"Give the shipping department a chance. Provide proper space, equipment and materials and that same shipping department will surprise you."

Yeast Research at Mellon

Dr. Edward R. Weidlein, director, Mellon Institute of Industrial Research, Pittsburgh, Pa., has announced that the institution has accepted from the National Grain Yeast Corp., Belleville, N. J., a grant for a comprehensive investigation of the chemistry and technology of yeast. This research, operated as an Industrial Fellowship of the Institute, will be conducted with the close collaboration of specialists in the donor's organization; and the results will be made available as various stages of the studies are completed.

This investigation will be especially beneficial to food products manufacturers who are important users of yeast; the facilities of the Institute will be applied through the fellowship to various problems in the production and utilization of yeast, looking toward improvement of present-day practices and products.

Roy Irvin, food and nutritional chemist, has been appointed to the incumbency of the Fellowship. He has been a Fellow of Mellon Institute since 1917, following completion of his professional graduate work at the University of Kansas, and has contributed valuably to the literature of bread and baking technology, cereal products, and eating habits.

Repressing the Depression

[A cartoon inspired by an appeal to grocers to increase inventories 10%, by way of speeding business recovery, recently made by Clarence Francis, president, Associated Grocery Manufacturers of America and General Food Sales Co.]



"No sir, business is too rotten. I don't want any more of this and that and those," says Grocer Bill to the salesman. "I've got to cut down my stock."



But Grocer Bill went too far. Folks call for staple items. "I'll try some place else," they say when they find that Grocer Bill isn't carrying this and that and those. And out they go... money in their purses!



RESULT: Grocer Bill soon learns what rotten business really is. He has cut down his inventory so low that he can't even accommodate a normal volume of business.



But—HURRAH!—Grocer Bill sees the light in time! He has learned his lesson. He increases his inventory... starts "pushing"... and his old customers, money in their purses, start coming back. (Prosperity, too, will start coming back if enough grocers will follow Grocer Bill's good example.)

Business generally seems to be in a stage of nervous hysteria from which it must recover before the present depression can end. A little more cheerfulness, more common-sense manufacture and distribution and more conscientious salesmanship will aid materially in the long-awaited recovery. (Read article by Clarence Francis, President Associated Grocery Manufacturers of America in this issue.)

Consolidated Macaroni Machine Corporation

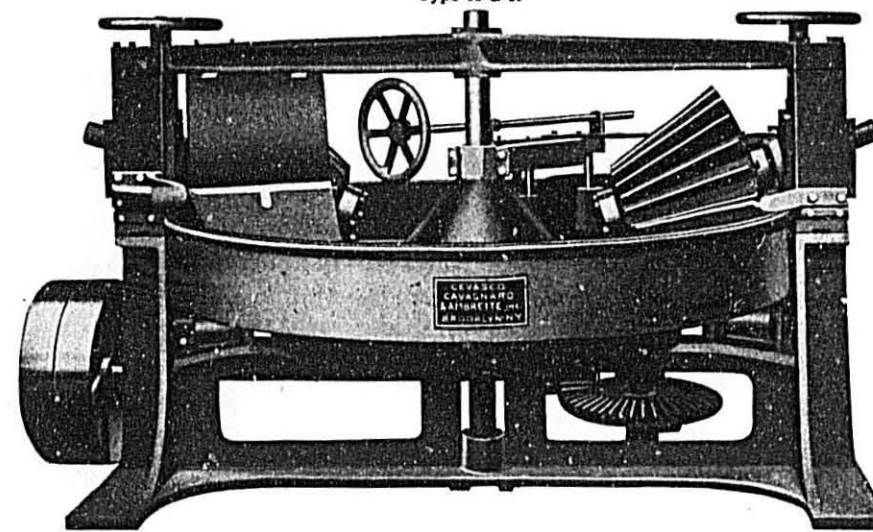
FORMERLY

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

THE VOICE OF THE TRADE

A Review of Interviews With Leading Macaroni Makers by Newspapers and Magazine Editors

PRAISES THRIFT IN AMERICAN KITCHEN

Henry Mueller, president of the C. F. Mueller Co., Jersey City, N. J. in press notices appearing in many of the leading newspapers of the east paid a high compliment to the housewives of America on their ability in meeting the household problems arising out of the general business depression. His story: "The American housewife has not changed her buying habits, but her thrifty instincts have shown her new ways to save, and new ways to economize on the family table.

"Two years ago portions of an unused joint or a dish of vegetables were often thrown away. Today the use of leftover foods is a national habit.

"I don't doubt for a minute but that the development and wide use of the electric refrigerator has greatly aided the housewife in her practice of economy today. The necessity for thrift which the American housewife faces today, comes at a fortunate time when food science has made it possible for her to prepare appetizing dishes with the greatest economy.

"For example, with tasty cereals a new dish is now made out of yesterday's fruit cup. Delicious canned vegetables are added to last night's carrots and cauliflower. And meat, instead of being consigned to the former role of hash, is now combined with macaroni or spaghetti, that has been boiled only nine minutes, into tasty, delicious dishes.

"In reality the use of leftovers has fitted in with the desire of the modern woman to be free from drudgery. A few vegetables from the ice-box, daintily spread on a plate, and a few turns

Training Driver Salesmen

A strong back is no longer the prime qualification it once was for the man who wants a job driving a truck, according to a survey by the Policyholders Service Bureau of the Metropolitan Life Insurance company. In fact the report even avers that the old time husky driver is fast giving way to a new personage—the driver-salesman—a man who is a salesman first and a driver only incidentally.

The report prepared in cooperation with a number of companies in industries employing routemen—notably the food, ice, laundry, coal, beverage, meat, dairy, and baking industries—bears the

of the canopener, and an appetizing salad is made. Spaghetti and macaroni, served with cold slices of meat, or baked in a casserole, gives zest to leftovers, and tasty desserts can be made just as easily."

CUSTOMERS SHOULD RECOGNIZE FOOD VALUE OF MACARONI

By Frank J. Tharinger, President of Tharinger Macaroni Co. in Milwaukee News, Nov. 6, 1931

Good macaroni is plentiful on the American markets and is now generally recognized as superior even to the products formerly imported from abroad. America produces the highest grade of macaroni wheat and the millers are experts in grinding it to a consistency best suited for macaroni making. The processing is done in most modern factories with the best machines in the world and curing systems that are unsurpassed.

Good macaroni is the result of flour from the best durum wheat available, scientific manufacturing, clean handling and sanitary packing, says Mr. Tharinger. His story:

"It is unfortunate that so many people do not recognize the food value of macaroni, spaghetti and egg noodles. The fact that they are a basic food makes it possible to prepare them with other food products containing enough elements to complete a proper diet. And then, too, it can be prepared in so many different ways it does not become tiresome.

"Our company buys its flour from the most reputable mills in the country which arriving at our plant is stored in

title, "Training Driver-Salesmen." It describes the training methods adopted to convert the one time driver into a "merchandiser."

"Recently," says the report, "there has been significant progress in the training of driver-salesmen. A growing number of companies has adopted training programs and not a few others have enlarged their training plans. One large corporation employs a professor of psychology, and a professor of salesmanship in one of the large universities, and many others employ special instructors and offer special training courses to help their routemen in their sales work."

The report describes actual methods

the manufacturing department which is kept at a relative temperature and even humidity.

"Once started in motion everything moves by gravity. Handling of the product by human hand is kept at a minimum.

"I have often been asked how we could keep the plant so clean. My only answer to that question is that we just can't let it get dirty. We work our plant on the same basis that the kitchen is worked in the home.

"An irregular or ill-shaped piece of macaroni has never left the plant as that is only the result of being careless. And being careful, we are also being clean. Every carrier used in the plant is cleaned thoroughly before the employees leave for the day."

MACARONI HAS MANY USES

By F. C. Panepinto, President Mene Macaroni Co., Rochester, N. Y.

"Macaroni is one of the most healthful and nourishing of all foods. The food value of most cereals is contained in macaroni.

"In cook books we find macaroni classed with the cereals because it is made from wheat. However, we seldom serve it as such. Instead, we know macaroni as a vegetable or meat substitute.

"Macaroni can always be used in salads, in desserts and as a thickener for soups. It is a truly useful product for those who have to cope with the problems of meal planning. Being rather neutral in flavor, macaroni admits of a great variety of combination with other foods or flavors."

being used successfully in preparing training program and in carrying out, and contains a section devoted to sources of information useful in developing such a program. Such questions are discussed as: What methods of training should be used; who should do the training; what should be taught; what results are accomplished by training. Copies of the report may be had from the firm that conducted this valuable research.

Every man should take an inventory of himself and the oftener the better.

A square deal should be the basis of every trade circular.

December 15, 1931

THE MACARONI JOURNAL

15

The Golden Touch

King Midas Semolina

will always pass the test of the discriminating manufacturer because selection of the finest types of Amber Durum Wheat through our country elevators located in the best Durum Wheat territory—strict laboratory control—assures rich color, even granulation and wonderful flavor.



King Midas Mill Co.

MINNEAPOLIS, MINNESOTA

Increasing Low Stocks Will Speed Business Recovery

By CLARENCE FRANCIS
President, Associated Grocery Manufacturers of America
and General Food Sales Company

A friend of mine tried to buy a blue broadcloth shirt, size 15, with collar attached—a perfectly staple article—the other day. He spent nearly 3 hours dashing from one store to another in an effort to exchange his money for this merchandise. And he couldn't get the shirt anywhere! Retailers in his town had become too cautious in their buying habits to carry enough stock to satisfy normal demand.

This condition, sad in that it clearly shows a state of mind that too many merchants have fallen into, is not confined solely to the clothing business or any other one industry. In fact, this state of affairs is especially noticeable in the food industry.

During the course of a recent business trip which brought me into 20 middle western, western and southern states, I found that inventories of most manufacturers, jobbers, and retailers have reached the lowest possible basis. These uneconomically low inventories—in some cases so low as to prohibit a normal volume of business—are retarding the return of prosperity. And this situation is by no means new. For more than a year many companies have produced smaller quantities of good than the public has actually consumed. Because of this condition I feel that an immediate and con-

certed action by manufacturers and distributors to replenish depleted inventories as an aid to business recovery is now in order.

If every manufacturer, jobber, and retailer would increase his inventory by only 10% their foresighted action would create activity in many lines, stimulate business and put many people back to work. It would also render a real service to the ultimate consumer.

This building up of inventories is inevitable eventually. Not only is this true in the food industry but in many other fields. Increasing inventories now will put merchants in a better position to meet that increasing consumer demand.

Of course no one will deny that sales come harder during periods of business depression; greater sales effort, better merchandising, is needed. Yet during my trip I was told by many retailers that they did not have enough merchandise on hand to put over a special sale. In other words, their limited inventories prohibited a normal flow of business.

In view of the prevailing low inventory situation I believe that a more liberal attitude on the part of bankers to extend credit to jobbers and retailers will hasten the return of normal business.

A Common Psychology

"They'll never stop 'er!" ejaculated the Arkansas Hill-Billy as he saw a railroad train for the first time moving with great speed along the track.

"They'll never start'er!" he confidently announced when he saw the same train come to a full stop at a station.

It is a common enough psychology. When business is flowing along at a full tide there are plenty to declare they'll never stop 'er; and when business is stagnant there are plenty to say they'll never start'er.

It is psychology which accounts for booms and panics. But the train did start down in Arkansas, and the country has come triumphantly out of every panic.

Business Sky Clearing

"There's a bit of blue in the business clouds." Leading macaroni manufacturers are confident that the depression has touched bottom and that recovery will be very satisfactory next spring. These leaders are preparing for the improvement that will result but are not permitting themselves to become over-

enthusiastic. They are applying "business psychology" to the situation confronting them and that which is in the offing.

New Shippers' Manual

Manufacturers and shippers may be serviced better in their shipping container requirements since the publication of a ready reference manual on wooden box and crate construction by the National Association of Wooden Box Manufacturers. Although quite technical the book is of general interest because it better equips wooden box manufacturers to service the users of nailed wooden boxes and crates more efficiently.

The manual is really a trade encyclopedia, published in loose leaf form so that it can be kept up to date. No matter for what commodity wooden box manufacturers are called upon to design shipping containers, they can turn to this manual and readily obtain information concerning the latest recommendations for the proper construction of a nailed wooden box or crate for that commodity. The recommenda-

tions contained in the manual are based upon extensive laboratory research and in all cases are for nailed wooden boxes and crates of proved sufficient strength to carry merchandise safely to destination.

This liberal attitude will no doubt be strengthened by the adoption of President Hoover's plan for mobilizing the banks behind the country's credit system. Incidentally the depression has brought marked changes in the purchasing habits of foods. The depression has in real taken the American woman back to the kitchen. Investigations prove that there is more home cooking now than in previous years.

Surveys show further that women are doing more entertaining at home, serving home-prepared luncheons and refreshments at their bridge parties, sewing circles and literary meetings, instead of eating out. This interesting change in feminine habits is stimulating business in the retail grocery store.

In conclusion permit me to reiterate increasing stocks to a point where at least a normal volume of business can be obtained will prove immediately beneficial to business generally.

There are thousands of "blue sky buyers" in this country right now. They are in every community. They have money. And they have the desire to spend it for staple items—every day products that have been established through quality and consistent advertising. Let's be ready for these buyers; they come along.

This manual brings together under one cover for the first time all the information necessary to wooden box manufacturers. For example in making recommendations for construction of a shipping container for any given commodity, consideration was given Interstate Commerce Commission requirements, state requirements, railroad requirements and Federal government requirements as well as the fundamental principles of wooden box and crate construction developed during more than 20 years of laboratory study.

Because of the great amount of time and study required in the preparation of the manual, sections have been set out as fast as completed so wooden box manufacturers could begin using the information at once instead of having to wait for the completed work. Being in loose leaf form the sections may be arranged alphabetically in a standard binder.

December 15, 1931

THE MACARONI JOURNAL

17

Increased Macaroni Sales--

The Test of Good Semolina

WHICH semolina makes more money for you: the semolina that makes good macaroni one day and poor macaroni the next—or the semolina that you can depend upon to produce quality macaroni every day in the year?

Most macaroni manufacturers agree that quality and dependable uniformity are the two most important things to consider in buying semolina. That's why Commander Superior No. 1 Semolina has so many friends in the macaroni industry. Its high quality is unsurpassed and its uniformity is always maintained.

When you use Commander Superior No. 1 Semolina you are safe from losses through variations in color, strength, or flavor. Its rich, amber color, excellent flavor, and high protein content puts Commander Superior No. 1 Semolina in the front rank of profitable producers.

YOU COMMAND THE BEST WHEN YOU DEMAND COMMANDER

COMMANDER SUPERIOR SEMOLINA

Commander Milling Company
Minneapolis Minnesota



World Wide Interest in Macaroni Thrift Recipe Book

Hundreds of Requests Received Daily at Association Headquarters From "Lovers of Macaroni Products" of All Nationalities

The office of the National Macaroni Manufacturers association at Braidwood, Ill. resembles a busy beehive. Several clerks are busy day in and day out mailing to all parts of the country and to nearly all nations of the globe copies of the Thrift Recipe Book which was offered free in recent advertisements to all who would request it. That the advertising fell on fertile ground is evidenced by the number and the nature of these requests. They come from housewives, chefs of restaurants and hotels, teachers in domestic science schools, religious bodies and fraternal organizations. Many seek recipes that will help them prepare a meal for childless couples, while others are looking for quantity recipes with which to feed large families at enforced low costs.

Though most of the requests come from the residents of this country and very nearly in proportion to the population of the several cities, hundreds and thousands of these requests come from foreign countries, practically every nation on the globe being represented among those who seek the Thrift Recipe Book.

The requests often contain interesting messages and sound reasons for making the requests. Mention of a few is made to give the readers some idea of the enthusiasm aroused in the minds of the prospective consumers by the advertising campaign so reluctantly closed this month.

"Macaroni and its brothers and sisters is very popular in our cafeteria," writes a director of the Young Men's Christian association. "Many customers say 'that's my weakness' so naturally I want your recipes so I can push sales right along."

"For Christmas I intend to give a half dozen or more small casseroles to my friends and would like to inclose therein one of your excellent Thrift Recipe Books. Thanks for a supply for this purpose."—A Californian.

"We're not Italians but our family is crazy about spaghetti, macaroni and egg noodles. Send your cook book. I know the recipes will become favorites with us."—A Cleveland "Big Sister."

A Massachusetts mother of 4 children who has just learned to write the English language asked for the recipe booklet which she saw advertised in

one of the magazines, stating that macaroni was a popular favorite in her family, these products being served at least 4 times a week. In payment of the recipe booklet request she submits her favorite recipe.

An Oklahoman was enthused after trying the recipe found in her home paper, "Macaroni with Vegetables," and wants the recipe book in order to try more of these wonderful dishes.

A resident of Thrift, Texas, wants the Thrift Recipe Book. She got it.

A housewife in St. Paul makes her request for a Thrift Recipe Book with illustrated sketch of The Energy Trio that would do credit to an able artist.

From the association of the Home of the Aged in Florida comes a request for 2 booklets, one to the mother, and the other to her daughter who has three-year-old twins who she says have been "raised on macaroni."

From a Catholic school in Porto Rico, the Mother Superior writes for a quantity of booklets sufficient to supply her classes in home economics, stating "in hot climates like this where much meat is not healthful, I thought macaroni could be largely used if the people would learn to cook it nicely."

A nine-year-old miss in the fourth grade of a Maryland school acknowledging that it was only the third time that she had used ink in writing, requests the booklet because "I like macaroni better than any other food that my mother fixes."

From Mexico a representative of one of America's most renowned manufacturers of "Pyrex Ovenware" asks for 25 copies of the Thrift Recipe Book for distribution to his best customers in Mexico because "one of the best dishes that can be cooked, and I mean cooked wonderfully, in Pyrex Ovenware, is macaroni and by distributing your recipe books, I promise you increased consumption in this section."

The extent of the world wide interest in the National association's tested macaroni, spaghetti and egg noodle recipes may be gained by noting the following imposing list of foreign coun-

tries from which emanated demands and requests:

Bermuda in the Atlantic ocean; Hawaii, Guam and Samoa in the Pacific ocean; all the provinces of Canada; Newfoundland, Alaska, Mexico, Cuba, Porto Rico, Honduras, Guatemala, Dutch West Indies, Panama, the Bahamas and the Canal zone in North America.

In South America such countries as Chile, Brazil, Peru, Ecuador, Colombia, Argentina and Uruguay.

From Europe came requests from England, Portugal, Belgium, Holland, Germany, Lithuania and Switzerland.

From Africa—Nigeria, West Africa, South Africa and the Congo Free State.

From Asia—Japan, China, the Straits Settlements, the Malay Peninsula, India and the Philippines.

Many also from Australia and New Zealand in the southern hemisphere.

Planning Packaging Clinic

A 2-day clinic on packaging technique and a day's discussion of consumer marketing will be followed by 2 days devoted to the problems of packing and shipping and a day's program on the subject of production management at the second packaging, packing and shipping exposition and conference to be held at the Palmer House, Chicago, March 7-12, 1932 under auspices of the American Management association.

The exposition, as well as the clinic, will high-light the major phases and problems of modern packaging, packing and shipping both as to technique and economics, according to Irwin D. Wolf, secretary of Kaufmann Department Stores, Inc., of Pittsburgh and general chairman of the second exposition and clinic, in announcing the tentative program of the 6 day conference.

The problems of consumer marketing will be discussed at morning and afternoon sessions on Wednesday, March 9, under the general subject: "The Machine Age—Its Effect on Consumer Marketing." A dinner will be given that evening at which announcement will be made of the Wolf award for the best package put on the market since Jan. 1, 1929 and for various honorary awards in the same competition.

You will never leave footprints in the sands of time if you go through life wearing slippers.

December 15, 1931

Husbands Vote Unanimously . . . for Good Tasty Foods

By SHEILA HIBBEN
Director Food Production Division of
Corbett & North, Inc., New York

It does not prove a woman is a feminist to contend that men do not have enough votes in the kitchen. I know most women really and truly believe they cook only to please their husbands, but like ever so many things we really and truly believe is true that in planning menus wives are as much influenced by what Tom likes, as by what will impress Mrs. Jones? And isn't it perhaps possible that, although it went into the record 8 years ago that pot roast was Tom's favorite dish, he may have developed new affections and even some infidelities in food?

It often happens quite tragically that a sort of myth grows up in the family about some dish which is supposed to be the father's favorite. Once long ago he may have regarded it with real affection, but even real affections wear off and nothing hastens the process more surely than the assumption on every body's part that they must be eternal. I once knew a charming old Viennese gentleman who, when he had only recently brought his family to this country, used to talk with a sort of homesick longing about a certain goulash soup in Austria. Once (this was long ago) his wife went out into the kitchen and with great pains and much skill made this famous soup for dinner. When it came on the table my friend was so touched that tears came to his eyes. He got up and kissed his wife and in his expansive foreign way kissed all the children, quite overcome by emotion as he remembered all the goulash soups of his youth in Vienna and his wife's goodness in making this surprise. Everybody cried quite happily and it was a great evening and the goulash soup was very, very good.

Of course, after such a success, his wife must have made goulash soup rather often in spite of all the trouble it took. Whenever her husband had a cold or was sad or when things had gone wrong at the office, or when he most needed attention generally, this famous soup appeared. And always there was a little scene of appreciation. Not quite the same scene but a feeble repetition of it; and feebler and feebler as the years went on.

And then, once, when my charming Viennese and his wife were quite old and the children were all grown up, there was goulash soup one night for dinner. The grown-up children sat politely bored waiting for the usual words of appreciation; the wife beamed behind the tureen. But the little old gentleman rose solemnly and pointing accusingly at the soup cried sternly:

"Never again! Never, never again! I do not like it any more," and then in a terrible whisper: "I have hated it for 20 years!"

I can almost hear any number of indignant ladies rise to inform me that they are constantly trying new dishes, recipes for which they get out of the newspapers, and that their husbands never seem to appreciate such attentions and are always relieved when they go back to pot roast.

Yes, I know. But are you quite sure that the dish you tried on the family wasn't just what the editor meant for Mrs. Jones' bridge party? There are new dishes and new dishes, and far more important than a dish being new is the question to be asked: IS IT GOOD?

Is it *real food* and not just a sensational experiment?

And here I contend that this same male member of the family who has practically no standing in the kitchen and is barely tolerated in the grocery store and the butcher shop, is just as well, and perhaps better qualified, to answer that question as his wife. One thing you may be sure of, however—the business being what it is right now—that the new dish will be a lot more appreciated if it doesn't run into money.

Guests may be no end enthusiastic about Lobster Thermidor—they should worry that lobster is 90 cents a pound—but the poor wretch who pays the bills is likely to find very little appetite for such a dish, as he remembers what happened to stocks yesterday and what is likely to happen tomorrow.

Let us then in preparing a new dish have an eye to its excellence, its nourishing value and also its economy. If these 3 requirements are satisfactorily filled there is not much doubt that the experiment will find its way permanently into the kitchen repertory.

BUSINESS TALKS

By FRANK FARRINGTON

Are You Fighting the Inevitable?

When Elias Howe's sewing machine was first being introduced, it was denounced as a menace to the thousands of men and women who worked in the shops where cheap clothing was manufactured. Efforts to install it were followed by sewing machine riots. Machines were wrecked and factory owners were forced to abandon its use.

Parliament derided and decried Stephenson's steam locomotive, claiming its sparks would set fire to property, its smoke pollute the atmosphere, while its use would put the carriage makers out of business.

The first automobiles were hooted as they passed, or tried to pass along the streets.

But then, the bowmen of the middle ages resented the introduction of the musket. Sedan-chair carriers would not allow hackney carriages to be used. Boatmen seized Dr. Papin's first rude model of a steamboat. Cartwright had to abandon his power loom for a long time because of the animosity of the weavers.

Such a reactionary attitude we have always with us in the persons of certain classes of people. New methods and inventions are always fought. Even today there are those who fight new methods of distribution and sale.

Just as long as there are unprogressive people engaged in any business or occupation, there will be those who will fight the introduction of methods and machines that tend to overthrow existing methods. They are afraid something will happen to injure their own little ewe lamb.

But the better method inevitably succeeds in the end and proves, on the whole, a benefit. Usually it even benefits those who fought it, unless they are so stubborn as to refuse to admit its final success.

What progressive thing are you opposing, or at least condemning and declining to support?

(All rights reserved)

The National Association - TRADE MARK SERVICE -

Macaroni and Noodle Manufacturers contemplating the use or registration of new trade marks for their products are invited to make liberal use of this department, specially created for that purpose.

Arrangements have been completed for making thorough searches of all records of the United States Patent Office as to the registrability of any contemplated trade mark. Findings will first be reported confidentially to those requesting the search and later published in these columns without identification.

This service is free to members of the National Macaroni Manufacturers Association. A small fee will be charged nonmembers for this service.

Through competent patent attorneys the actual recording and registering of trade marks will be properly attended to at regular prices to nonmember firms and at reduced rates to Association Members.

Address—Trade Mark Service, The Macaroni Journal, Braidwood, Ill.

"Napoli" and "Il Fiore de Napoli" (Search.)

No. 198,951—"Napoli." The Western Union Macaroni Manufacturing company, Denver, Col., May 26, 1925. For Macaroni. Claims use since March 1, 1919.

No. 173,514—"Napoli." Seattle Macaroni Manufacturing company, Seattle, Wash., Sept. 25, 1923. For Macaroni, Vermicelli and Spaghetti. Claims use since Nov. 1, 1921.

No. 207,528—"Il Fiore de Napoli." Italian-American Paste Co., San Fran-

cisco, Cal., Jan. 5, 1926. For Alimentary Pastes. Claims use since 1912.

No. 236,959—"Napoleon"—Dec. 27, 1927. Los Angeles Macaroni Manufacturing Co., Los Angeles, Calif. For Macaroni Products. Claims use since May 25, 1927.

A related term—"La Napoletana" has also been registered for use on macaroni. (One of the above-mentioned registrations has been canceled.) (Conclusion.)

The first one to use a trade mark, if proved, is declared the owner and it is possible the Italian-American Paste con-

pany, which first used "Napoli" on brand, is the owner of the mark though no examination of titles of registration was made.

"De Luxe"

The trade mark "De Luxe" has been registered for a great many food products, but we do not find, specifically, alimentary pastes. The courts and Patent Office consider all food products of the same descriptive properties and other foods would be cited against an application for "De Luxe" for macaroni and the like. Suggest adoption of another trade mark as a safety measure.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In November 1931 the following were reported by the U. S. patent office:

Patents granted—none.

TRADE MARKS REGISTERED

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

R & F

The trade mark of Ravarino & Freschi Importing & Manufacturing Co., St. Louis,

Mo., was registered for use on alimentary pastes. Application was filed April 14, 1931, published by the patent office Aug. 18, 1931 and in the Sept. 15, 1931 issue of The Macaroni Journal. Owner claims use since July 1, 1928. The trade mark is an oval in the upper half of which appears "R-F," the trade name. Beneath the name is the word "Spaghetti" and "Ravarino & Freschi."

TRADE MARK REGISTRATIONS RENEWED

The trade marks of the C. F. Mueller Co., Jersey City, N. J. registered Oct. 3, 1911 and Jan. 30, 1912 were granted renewal privileges, effective Oct. 3, 1931 and Jan. 30, 1932 respectively.

TRADE MARKS APPLIED FOR

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

1931 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Golden Egg

The trade mark of the Golden Egg Co., New York, N. Y. for use on noodles. Application was filed Aug. 7, 1931 and published Nov. 10, 1931. The owner claims use since March 1, 1891. The trade mark is egg-shaped within which is written the trade name in black type.

Five Minute

The trade mark of the Roman Macaroni Co., Inc., Long Island City, N. Y. for use on spaghetti. Application was filed Aug. 28, 1931 and published Nov. 24, 1931. Owner claims use since January 1931. The trade mark is a clock face within which is written the trade name.

GOVERNMENT REPORTS ON DISTRIBUTION

At the request of the Associated Traffic Clubs of America, the Department of Commerce has made a survey of industrial traffic management. Found: that the average business transportation costs accounts for as much as 25% of its total expenditures; that in many cases executives lacked knowledge of the proper organization, purposes and

functions of a traffic department, with consequent inefficient operation. According to the government, this survey "makes available distribution economies formerly not revealed in any form."

EQUIP WITH PROPER DRIVE CHAINS

Macaroni dough kneaders put severe service on the drive due to the shock of

reversing loads. The production of this machine was stepped up more than 5%—the equivalent of 14 days extra production per year—by installing right chain drive for this job. Reverse load starts quickly and evenly maintenance costs were reduced more than 40%.

Baking a small loaf enables the baker to make a larger roll.

December 15, 1931

THE MACARONI JOURNAL

21



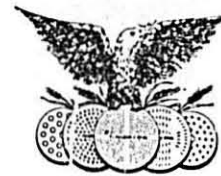
Merry Xmas

&

Happy New Year

F. MALDARI & BROS., INC.

178-180 Grand Street



TRADE MARK

New York, N. Y.

QUALITY SEMOLINA

Strong, Uniform
and of
Good Color



WE ARE SUBSCRIBERS

CROOKSTON MILLING CO.
Crookston, Minn.

Important Announcement

We Are Receiving Frequently

New Lots

Good Color

CERTIFIED GRANULAR EGG YOLK

Specially Selected For
Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire

Colburn S. Foulds

Manager Noodle Egg Yolk Department
for Details



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

» » Young Macaroni Man Weds « «

The wedding of Thomas Viviano, eldest son of Mr. and Mrs. Joseph Viviano of Louisville, Ky. and Miss Stella Rosa, daughter of Chevalier and Mrs. Romano Rosa the same city was solemnized in Saint Agnes cathedral on Nov. 21, thus uniting 2 of the leading families of the Italian colony in Kentucky.

It was the outstanding social affair of the early winter and attracted all the "Who's Who" in the Kentucky metropolis. After the ceremony the bridal party and near relatives went to the home of the bride's parents for luncheon. In the early evening a dinner and reception was given for them in Brown's hotel with more than 350 guests in attendance.

After dancing the first dance that evening, the young people departed by automobile for Miami Beach, Fla., on their honeymoon, to remain there until Christmas.

The bridegroom is treasurer of the Kentucky Macaroni company, founded several years ago by his father who is still its president. He is being groomed as his dad's successor when the latter decides to retire. The bride is both handsome and talented, the daughter of a successful business man who several years ago was recognized by the Italian king as one of Kentucky's outstanding Italian citizens knighting

him as a chevalier of the crown of Italy.

The large display of costly and rare presents that occupied the entire third



floor of the Rosa mansion was a vivid testimonial of the high esteem in which the young folks are held by their many friends, whose circle should increase.

"Follow Through" as Essential in Advertising as in Golf

Citing the experience of the National Macaroni Manufacturers association in the cooperative advertising campaign now closed, the editor of Food Industries warns the National Cannery association to beware of the pitfalls that await the unwary.

Don't Neglect the Follow Through

"The long expected advertising campaign of the National Cannery association has at last come into being. Much work had to be done before it could be started. Back in 1920 a cooperative campaign costing millions had to be abandoned for several reasons, but principally because the money gave out. Of course, that would stop anything; but the former venture was not well

conceived. It was directed by an educational committee that was, in itself, of convention size. Members from nearly every state tried to pass on copy, art work, sales promotion plans. Passing a motion was like getting a bill through Congress. In contrast, the committee in charge of the 1931 advertising campaign is composed of only 3 very able executives.

"The old campaign lacked one fundamental, which was that in the process of winning new customers there was no assurance either to housewife or the industry that every can of food would be of pleasing quality. The industry now has the aid of the McNary-Mapes law, which compels products of substandard quality to be so designated.

Newly won consumers cannot be disappointed if they can read the English language.

"To finance the 1920 campaign the industry assessed itself on a per case basis. Not everyone came in.

"The canners have a wonderful opportunity to increase their business by the most successful means: advertising. They must do their part, however, or the campaign will not achieve its greatest success. Its ultimate aim, of course, is greater profits through more sales, and more profitable sales. They must not only sell more goods under the stimulus of the campaign but they must gear production to demand. No profits are obtainable by producing so much that the surplus drags prices down to profitless levels.

Where Macaroni Makers Failed

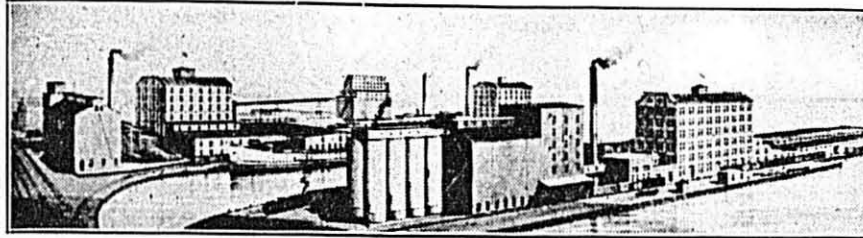
"The National Macaroni Manufacturers association has just closed up rather prematurely, a similar cooperative campaign. It failed to carry on largely because of suspicion and differences of opinion between makers of bulk goods and packaged goods. It failed also because its support had to come from a multitude of sources, and collections have been just as difficult in 1931 as the canners found them in 1921. The setup for the canners campaign, however, is well nigh perfect. All that the canners have to do is to sell the goods. If they are experienced in the use of advertising they know that it does not take the place of sales effort. If on the other hand they expect to find orders rolling in without a selling campaign that ties in with their association's advertising, the whole expense will have been in vain."

Opens New Muzio Plant

Last month the new Muzio Packing company plant at 1770 San Bruno ave. San Francisco, Cal. was thrown open for public inspection on the inauguration of this new business. It will specialize in the manufacture and packing of macaroni and spaghetti sauces of all kinds in addition to tamales, ravioli, enchiladas, chille con carne, mushroom gravy, veal fricasse and tomato sauce.

In addition to a demonstration of the manufacturing and packing processes the firm displayed a full line of its products in glass and in cans. For nearly a quarter of a century the Muzio family has specialized in preparing choice American and Italian foods. Spaghetti has always been a specialty with this firm. In its plant is a modern drying and curing system, invented by A. Galzerani who for years was in charge of the Heinz spaghetti department. Its spotless kitchen, flooded with sunlight reflected from the bright aluminum utensils used in preparing the products for packing was the center of interest on the part of thousands who visited the new plant during the opening week.

The proprietors are Richard Muzio, Peter Muzio, Frank Gusatavino and David Muzio.



HOLIDAY GREETINGS and Sincere Wishes for a Healthy, Prosperous New Year

Our Sentiments to All

Affiliated With the

Macaroni Industry

Duluth-Superior Milling Co.

Duluth, Minn.

PROPER FOOD AS AID TO BEAUTY

Pastes of Sunny Italy Combined With Luscious Fruits an Ideal Diet for Beautiful Healthy Skins of Italians

It has always been keenly interesting to compare the various national types of beauty with national foods, writes the food page editor of the Perth Amboy News. First, because there exists a natural affinity between the 2, and then because these ultimate affinities work out along such interesting, surprising avenues of thought and study.

There is, for instance, Italy! Whether one strolls along the Via Cordora or the little street of the Cortellari, everywhere one encounters brilliant, flashing eyes; hair that seems like a bit of night sparkling with the dust of the stars; exquisitely smooth, satiny skin radiant with color and health; gleaming teeth and features of classic perfection.

Yet one of the most important foods of Italy—one that is most universally consumed—is what we warningly refer to as "a starch." I speak of the pure Italian pastes . . . spaghetti, macaroni, vermicelli, alphabets and what-not which have developed, as the story goes from the efforts of one Cicho—a reputed sorcerer who lived about 1220 and spent his life perfecting this food that he might "give happiness to all mankind" before he died.

Alas! a scheming woman who spied upon his work discovered his secret and gave it to the king, Frederick; and now it is said that on the eve of Witche's Sabbath, strange noises are heard in the old building where Cicho labored, for there he comes to roll and cut his pastes, while Javanella, the wicked woman, stirs red sauce and Satan stands beside her, grating "Lodi" cheese, until slowly the fire that is under the brew consumes the trio into another year's oblivion.

One naturally wonders how people who eat such vast amounts of starchy food can maintain such beautiful, healthy skins. Upon investigation I found a simple explanation. First, the fares of Italy are well balanced. If much of macaroni or one of the other pastes is used there is also a sufficient amount of fruit included to balance the diet. Then, too, there is invariably the tomato sauce! But perhaps the best reason lies in the fact that the flour which is used in the best of these Italian products is richer in gluten than the ordinary wheat flours. It is called "grano duro" or "grano semolino," and is blended in Italy from importations that come from Russia, France and our own North Dakota.

Well do I recall the memorable ride from high cliffed Sorrento to Castellamare, along the Bay of Naples on to

Gragnano, the center of the macaroni industry. Here the whole town was dressed in rows of ivory fringe. Along fences and in shaded nooks, in cottage yards . . . everywhere there were various forms of pastes drying in the balmy air.

The expert knows that the best macaroni only bears the marks of "polling"—a flattened down mark at the bend of the tubes; that it must be rough in texture, have a yellowish-white color and should snap like a piece of glass. When boiled it should become about twice its size, absorb 2½ times its weight in water, and remain intact . . . never become soft or crumbly.

Although the Italian paste foods will not entirely take the place of meats yet they are high in protein value, and when combined with cheese and tomato prove an almost ideally balanced ration. The most popular "spaghetti dinner" made in America is perhaps the following:

Cut 3 small onions into a pot containing several spoonfuls of bacon oil and a large spoonful of olive oil. Into this drop a pound of beef or chicken cut in squares. Add a quart of water, a pound of mushrooms, a can of tomatoes, a sweet pepper, salt, pepper and a pinch of allspice. When the meat is tender boil in a separate pot 2 lbs. of spaghetti, using plenty of salted water. Drain and arrange on a large platter, first a row of spaghetti; cover with the meat, sauce and sprinkle with grated Parmesan or Lodi cheese; then arrange another layer in the same manner. Over the top scatter bits of butter. This really delicious and complete meal should be followed by a very light fruit salad or a fruit dessert such as sliced fresh pineapple.

Standardization Idea Overdone

Is the consuming public getting its fill of standardization? Do not the same things, the same sizes and models seen indefinitely, become monotonous? In the opinion of Director Frank M. Surface of the Bureau of Foreign and Domestic Commerce, whose specialty is consumer acceptance, standardization may be carried to a point where it does more harm than good.

While great strides have been made toward scientific control of production, consumption statistics are scanty, incomplete and independable. "A convention of the whole country's producers in certain lines can be gathered

together in an auditorium and conferred with, but," admits specialist Surface, "consumer requirements and preferences are practically impossible to determine by any means short of a house to house canvass, which is a vast undertaking; or by experiment, and that's a mighty expensive method likewise.

"For example: Formerly spaghetti was sold for household use in a uniform 10-oz. package but it appears that 10 ounces is rather too much for the average American family. Either part of the cooked spaghetti is left over and wasted, or if kept uncooked in the box it is wasted. Accordingly one concern hit on the device of putting up a 7-oz. package. The margin on the 7c sale was too small to be profitable, but the manufacturer adopted the plan of taping 6 containers together at 42c for the half dozen. In a short time he was selling more spaghetti than all his rivals combined."

"Thus it is correct to refer to the consumer as a 'comparative stranger' so far as the manufacturer and distributor is concerned. Our study of him is still in its infancy.

"That mass production, with its infinite multiplication of a relatively small number of models, has palled on him is possible. One thing is certain. What the consumer wants, in the long run he will have—or nothing. Except very temporarily and abnormally, as in a wartime market, there is no coercing him. The producer who tries to force on him what he, the producer, would like to sell rather than what the consumer chooses to buy is doomed to lose his money. If attempted and persisted in on a large scale it may even be a factor in a business depression of national proportions."

Macaroni Exchange Subnormal

American export or domestic macaroni products fell off nearly 60% in September 1931 as compared with the September 1930 business. On the other hand the quantity of imported macaroni shows a slight increase.

According to figures prepared by the Bureau of Foreign and Domestic Commerce the September 1931 exports amounted to only 309,228 lbs. worth \$22,660 as compared with 881,740 lbs. exported in September 1930 for \$70,211.

During the 9 months period ending Sept. 30, 1931 the United States exported a total of only 3,627,247 lbs. worth \$272,783. In the same period last year the exports totaled 7,037,686 lbs. and brought exporters \$589,414.

Imports Also Off

Though the figures for September 1931 show a slight increase in the quantity and value of macaroni products imported into this country, the total for the first 9 months of the year is still considerably below the figures for the corresponding period in 1930. In September this country imported

75,661 lbs. of foreign made macaroni products at a cost of \$13,180, the per lb. cost being considerably below the prevailing prices of last year. In the same month in 1930 the imports were 64,624 lbs. costing \$15,811.

From Jan. 1 to Sept. 30, 1931 the imports of this food totaled only 1,677,513 lbs. with a value of \$125,186 as compared with 1,958,015 lbs. worth \$165,408, the 1930 imports for the same period.

Exports by Countries, Sept. 1931.

Countries	Pounds	Dollars
Iceland	282	52
Irish F. State	8,400	596
U. Kingdom	66,410	4,761
Yugo. & Alb.	1,320	44
Canada	64,307	5,745
B. Honduras	429	32
Costa Rica	2,350	166
Guatemala	222	18
Honduras	9,556	571
Nicaragua	3,449	190
Panama	59,924	3,104
Salvador	169	27
Mexico	4,822	565
Newf. & Lab.	3,591	394
Bermudas	1,979	190
Barbados	422	36
Jamaica	959	70
Trin. & Tob.	288	55
Oth. B. W. Ind.	394	44
Cuba	26,074	1,359
Dom. Rep.	5,914	441
Neth. W. Ind.	2,040	136
Haiti, Rep. of	6,681	397

Virgin Is.	241	18
B. Guiana	300	35
Surinam	156	7
Vene.	23	4
B. India	2,330	267
B. Malaya	409	267
Ceylon	426	55
China	15,372	831
Jav. & Mad.	659	421
Oth. Neth. E. In.	260	62
Japan	12,020	1,157
Phil. Is.	2,660	314
Syria	76	6
Australia	650	78
B. Oceania	141	12
F. Oceania	937	87
New Zealand	55	6
Union of So. Af.	2,287	252
Nigeria	244	28
Hawaii	66,379	5,444
Porto Rico	45,125	3,358
Total	420,752	31,462

You will be more satisfied with the future if you are always a little dissatisfied with the past.

New Code for Brick

Stipulations intended to prevent unfair competition in the face brick and crushed stone industries are announced by the Federal Trade Commission.

The commission says the new codes have been accepted by the 2 industries which helped to draw them. Part of the rules were laid down by the commission as covering methods in viola-

tion of the law, while the others were suggestions from the industries. Price discrimination, secret rebates and disparagement of a competitor's product are among the practices prohibited by the commission.

There are 3 kinds of employes; the Help—the Helpers—and the Helpless.

Tackles Employe Pension Problem

(Continued from Page 7)

payrolls of private concerns. In view, however, of the trend throughout the world in pension legislation every company annuity plan might well contain a provision that would enable employes to deduct from the annuities payable to their employes any sums payable to these employes under public pension acts except those arising out of employes' own contributions.

10. Insofar as state or municipal old age pension or relief acts make possible the more humane and more efficient care of aged and impoverished citizens, such acts when properly safeguarded by rigid eligibility requirements and restricted to the relief of the indigent serve a valid social purpose and are not detrimental to the interests of American business.

Let the mistakes of your neighbors bring wisdom to you.

ROSSOTTI LITHOGRAPHING CO. Inc.

121 Varick Street - - - - - New York



OUR MODERN DESIGNS ADVERTISE AND HELP SELL YOUR PRODUCTS

ARTISTICALLY DESIGNED LABELS AND CARTONS

"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

CONVENIENCE RATHER THAN BONUS Is Determining Factor in Locating Industries

The practice of bonus giving to attract industries to communities is reviewed in a report just issued by the department of manufacture of the Chamber of Commerce of the United States, "Special Inducements to Industries."

The report presents in factual form, results of a survey of 261 communities. It shows opinion about evenly divided between communities that favor bonusing and those that oppose it. 131 communities representing population of 20,450,000 expressed themselves as opposed to all forms of inducement-giving. The remaining 130 communities, having population of 7,020,000, approved industrial bonusing of various types but were not unanimous in regard to the forms of such grants, or the conditions.

Smaller and newer communities, the survey reveals, tended to favor inducement-giving to a wider extent than did larger communities, although there appeared to be no geographical concentration on either side of the question. The larger industrial centers having attained their prominence in most cases because of inherent natural advantages, have not resorted to artificial measures to attract additional factories.

"To place themselves in a more favorable industrial position," says the report, "many communities adopt definite programs and policies for acquiring more industries. In addition to directing attention to their natural advantages as industrial centers some communities are ready, if necessary, to make concessions of various kinds to prospective manufacturers. Cash bonuses are offered, free sites are made available, exemption from taxes is granted for longer or shorter periods, and numerous other inducements are paraded before the prospect to influence his decision."

Communities that advocate granting inducements express the belief that those localities which possess some distinct advantages as industrial sites, but which lack certain significant elements, may justifiably make concessions to assure the establishment of new plants. In support of this contention they point to specific instances of successful businesses being established through the application of various inducement plans.

On the other hand those who oppose inducement-giving substantiate their point of view by enumerating failures among bonused industries. Inducements are temporary expedients, they say, and cannot overcome permanently the inherent economic disadvantages of a community not fundamentally suited to the sound development of industries.

On this point the report says: "Communities endowed with physical, geographical or climatic advantages which serve to attract industry and commerce to them, need rely upon few bonusing or inducement devices. Accessibilities of markets, availability of raw

materials, abundance of labor supply, and the presence of other special factors essential for development of specific industries are sufficiently important in themselves to attract industries. Where these elements are present in proper proportion, it is usually necessary for communities to offer other inducements. The managers of progressive, growing concerns are continually alert to the problem of locating their plants at points where the best balance between all elements of production, distribution and cost may be attained. When they are aware of such a location they require neither a special invitation nor any bonus from the community to establish a plant at that point. Most of our larger and older industrial centers owe their existence to this fact."

It always pays to tell your story in the accepted way, provided you tell it often and to the right people.

Curiosities of Compensation Law

The workmen's compensation laws now in force in nearly all states have certainly been responsible for some strange court decisions. As a matter of fact under these laws the courts have had to depart entirely from the old body of the law and have created a new body.

To make this clear, take a case where a workman or other employe was injured before the days of the workmen's compensation laws. Say that one of your employes fell down an elevator shaft and was badly injured. On the ground that you or some of your agents, representatives or employes were negligent in leaving the shaft open, he entered suit against you for damages. He would have to prove first that it was your negligence that caused the accident and second would have to show—if the question was raised—that he was not himself negligent. Very often this was a hard job and many a worthy employe with a real case went without damages for several years and possibly never got any.

Today, under the workmen's compensation acts all this is changed. Nowadays if an employe falls down an elevator shaft, neither his employer's negligence nor his own enters into the matter at all. The only question is, was he injured in the course of his employment? If he was the law requires the employer to pay him a certain percentage of his wages for a certain period.

Under these laws some very strange decisions have been made. For example, in a case before me, it was pay day in a certain business establishment and an employe named Kline had gotten his pay with the rest. A fellow employe of Kline's, knowing that the

latter had just drawn his pay, asked him for a charitable contribution which Kline declined to give. Thereupon the fellow employe struck Kline with a shovel and hurt him badly. Kline made claim for compensation under the workmen's compensation law, but the employer resisted on the ground that the cause of the injury had nothing to do with Kline's employment. To most people this seems a reasonable argument, but the court thought otherwise and allowed Kline compensation.

I remember another case. A man named Geary was a chauffeur for a man named Martin, a coal dealer. Geary not only acted as chauffeur, but also as a sort of handy man. He even did some of the marketing. One morning Geary went to a butcher's to buy a roast of beef for Martin. He took it home, but when Martin saw it he didn't like it and ordered Geary to take the bones out. In the act of doing this Geary cut himself with a knife and blood poisoning set in. Geary claimed compensation under the workmen's compensation law, but Martin argued that he wasn't entitled to it because he was engaged as a chauffeur and the injury had nothing to do with his chauffeuring. The work of buying and cutting up meat was merely a casual, temporary employment for which compensation is not usually payable.

In this case too the court decided compensation must be paid.

The point is that under the old law neither of these employes would have had the slightest look-in in a suit against their employers, because the latter was not in the remotest degree responsible for the accidents. Not from any standpoint were they negligent or did they fall short in their duty toward their employes. Right there lies the beneficence of the workmen's compensation acts—they provide for injured employes regardless of whose fault the injuries were.

Of course, nowadays employers who employ many people protect themselves by insurance against workmen's compensation claims, which as I see it, is always the thing to do. But a large number of employers take the risk themselves.

By ELTON J. BUCKLEY, Counselor-at-Law,
1615 Real Estate Trust Bldg.,
Philadelphia, Pa.

The reason why one's dreams do not come true is because we keep on dreaming.

The Foolish Price Cutter

By Joseph Freschi of Mound City Macaroni Co., St. Louis

In one of the several business papers that I peruse regularly there appeared the anecdote of the "wise" mules which is submitted herewith risking the chance that it may have appeared in your publication, but which will bear repetition. When a manufacturer reviews the acts of some supposedly wise busi-

ness men, having particularly in mind, price quotations, the aptness of this title is self evident. Without comment I submit the story of

How the Ass Got His Reputation

"At the beginning of things when the world was young, the donkey was esteemed by all the tribes of men as the wisest of animals. The good Shiek El-Sta-Shun-Air owned a great herd of these sagacious beasts, which was the pride and joy of his life.

"Other shieks came from all around to listen and marvel at the wisdom of the herd. At such a time came even the Prophet himself—most learned and wise of all the sons of the East. With much glowing pride El-Sta-Shun-Air led him out to the herd and said: "Behold, O Prophet, the wise and intelligent asses! Converse with them, listen to them, and see if they are not verily wiser than 40 trees full of owls."

"Then the Prophet addressed the asses. 'Let us test your wisdom,' said he. 'Answer me this question: What would an ass require for 3 days journey?'

"And they counseled among themselves and then made reply: 'For a 3 days journey, O, Prophet, any ass would require 6 bundles of hay and 3 bags of dates.'

"Very good,' quoth the Prophet, 'but soundeth like a fair and proper tale.' Whereupon El-Sta-Shun-Air broke into loud chuckles and said:

'Did I not tell you they are passing wise?'

"The Prophet answered, 'Wait,' and he again addressed the asses. 'I have to make a 3 days journey, but I will not give you 6 bundles of hay and 3 bags of dates for making it. Let him who will go for less stand forth.'

"And behold, they all stood forth and began to talk at once. One would go for 6 bundles of hay and one bag of dates, until finally one especially long eared ass agreed to go for one bundle of hay.

"Then spoke the Prophet: 'Fool,' quoth he, 'you cannot even live for 3 days on one bundle of hay, much less profit from the journey.'

"'True,' replied the long eared one, 'but I wanted the order.'

"And from that far-off day to this, asses have been known as fools, and price cutters have been known as asses."

Macaroni Consumption 4.1 lbs.

Macaroni products were not much more popular in 1929 than they were any time during the previous decade estimates the Bureau of Foreign and Domestic Commerce from data compiled for that year. As yet there are no data available for 1930 states a government bulletin on "apparent per capita consumption of principal food-stuffs in the United States."

This compilation places macaroni,

spaghetti, vermicelli and plain or water noodles at 4.1 lbs. per person and egg noodles at .4 of 1% per lb. On the subject of "foods we eat," the retailers magazine "Retail Facts" in the November issue presents a table comparing the amount of various foods consumed by the average person in 1931 as compared with the year 1899, as follows:

1899		1931
222 lbs.	Wheat	177 lbs.
4 lbs.	Rice	5 lbs.
5 lbs.	Rye Flour	3 lbs.
177 lbs.	Corn Meal	22 lbs.
	Breakfast Food	12 lbs.
67 lbs.	Beef	61 lbs.
3 lbs.	Veal	8 lbs.
7 lbs.	Mutton and Lamb	5 lbs.
65 lbs.	Pork	70 lbs.
34 lbs.	Fats and Oils	44 lbs.
7 lbs.	Oleo	2 lbs.
20 lbs.	Butter	18 lbs.
4 lbs.	Cheese	4 lbs.
775 lbs.	Milk and Cream	1016 lbs.
7 lbs.	Oranges	20 lbs.
	Grapefruit	6 lbs.
3 lbs.	Lemons	5 lbs.
107 lbs.	Apples	68 lbs.
14 lbs.	Pears	60 lbs.
2 lbs.	Grapes	21 lbs.
21 lbs.	Canned Fruits	10 lbs.
1 lb.	Dried Fruit	6 lbs.
32 lbs.	Other Fruits	50 lbs.
136 lbs.	Potatoes	98 lbs.
30 lbs.	Sweet Potatoes	37 lbs.
10 lbs.	Canned Vegetables	28 lbs.
90 lbs.	Fresh Vegetables	149 lbs.
10 lbs.	Coffee	12 lbs.
61 lbs.	Sugar	105 lbs.
23 lbs.	Bakery Goods	58 lbs.
17 doz.	Eggs	18 doz.

A diplomat is a man who shuts up when he has said enough.

S. A. B. I. E. M.

Bologna, Italy

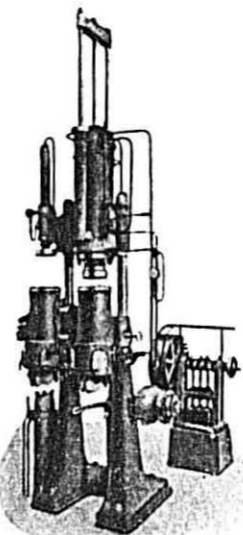
A Merry, Merry
Christmas
and

A Happy New Year
to all our American
Friends!

We shall be very glad to send, on application, our general catalogue showing our new design machines and our special "Tortellini" and "Ravioli" machines to all who are interested.

Address the
General Export Managers:
Meneghini & Moriondo
Via Monte Napoleone 26
Milano, Italy

Wanted: Sole Agents for U. S. A. markets in New York, Chicago, San Francisco, New Orleans; also for Canada.
Demonstration and Show Rooms Desirable.



Northland Uniformity Helps

You Sell More Macaroni

YOU know you can depend upon the quality and uniformity of Northland Semolinas. You are free from losses through variation in color and strength. Milled under the most exacting system, the high quality of Northland Dependable Semolinas is always maintained. You as well as your customers will like the rich, golden color and satisfying flavor that Northland Semolinas give to your macaroni.

Both Northland Fancy No. 1 and Northern Light Semolinas are dependable producers of quality macaroni. Macaroni manufacturers who insist upon uniformity have formed the habit of ordering Northland. They find that it pays in increased sales.

NORTHLAND MILLING COMPANY

MINNEAPOLIS, MINNESOTA
New York Sales Office: 4106 Chrysler Building,

» » Du Pont's Noodle Display « «

Thousands of visitors in Atlantic City, the "World's Playground," have weekly viewed the wonderful display of cellophane-wrapped egg noodles which forms a section of the general display exhibited throughout the year on the pier of The DuPont Cellophane company. The exhibit shows numerous cellophane-wrapped products but none more popular than the golden noodles.

The noodle display occupies a prominent position in the exhibit hall. In packages of every known shape and style, serviceable and ornamental, the wholesomeness and the nutritiousness of this food is emphasized. In the background of the exhibit is a large sign in colors, supported on roll after roll of cellophane. The sign broadcasts 24 hours a day the following interesting message about egg noodles:

GOOD NOODLES KNOW GOOD NOODLES!
WHEAT + EGGS = NOODLES
WHEAT is protected by its hull, but hidden away—
EGGS have their protective shells, but what do we know about the yolks?
NOODLES
Packed in DuPont Cellophane
Have the same protection, but you should see what is being protected.
NOODLES OF NOODLES
Manufactured By

- | | |
|------------------------------|-------------------------|
| Traficanti Brothers | Chicago, Ill. |
| The Foulds Milling Co. | Libertyville, Ill. |
| Skinner Manufacturing Co. | Omaha, Neb. |
| The Pfaffmann Egg Noodle Co. | Cleveland, O. |
| F. L. Klein Noodle Co. | Chicago, Ill. |
| Prince Macaroni Mfg. Co. | Boston, Mass. |
| S. Viviano Macaroni Mfg. Co. | Carnegie, Pa. |
| Zucca's Food Products Corp. | New York City, N. Y. |
| Roman Macaroni Co. | Long Island City, N. Y. |
| Golden Age Corporation | Libertyville, Ill. |



EGG NOODLES ON DISPLAY
Egg Noodles in their golden splendor have a natural eye appeal. Wrapped in protective cellophane, the appeal is greatly enhanced. Here are shown practically every known shape and kind of noodle package. The display is part of the DuPont exhibit on the Boardwalk, Atlantic City, N. J.

The Case of Durum Wheat

Amber durum wheat is used in the manufacture of spaghetti and macaroni, 2 products peculiarly Italian, of which Italians are as fond as Germans are of sauerkraut and Scandinavians of lutefisk. Americans, however, learned to like spaghetti and macaroni although their taste and discrimination is not so well developed as that of the Italians. The Italian can not do without substitutes. He knows that it is the amber durum color in the wheat that makes the true color of spaghetti and macaroni.

The price of a package of macaroni or spaghetti is based, or was, on amber durum at \$1.50 per bu. This year there is a shortage of bright amber durum or any kind of amber durum, and as a result amber durum wheat is selling a premium of more than 20c per bu. And amber durum in this tough year 1931 would sell above \$1 per bu. right now if the producers of amber durum were organized so that the wheat could all be handled by one sales agency.

Even as it is, amber durum is selling above hard spring bread wheat, which goes to show that if demand is equal or greater than supply and there is intelligent marketing the price could be moved up to figures which would give the farmer a return for his labor and investment.

Hard as times are the users of macaroni and spaghetti are willing to pay a decent price for what they want.

If the production of all wheat in the United States were cut down to a point where demand would go seeking supply the Kansas farmer would not be selling wheat for 25c per bu. Combine and tractors were alluring to the farmers but the answer is 25c wheat at the inability of the manufacturers to collect for the machinery they induce the farmers to buy on credit.

We might tell the same story about butterfat. The price of butterfat is up 40% from the low price of this year.

Why has butterfat risen in price? The answer is heat, drought, dried up pastures and reduced production so that demand is tugging away at supply.

If we were intelligent, and organized, we would cut our production to suit our heads instead of leaving God and nature do it for us by a widespread drought. All of which goes to show that we are sadly in need of organization and the use of brains.—The Union Herald, St. Paul, Minn.

(Macaroni manufacturers who are awaiting an "Act of God" in bringing about profitable prices for their products may have a tremendous long wait. They do have at their command the services of a well organized trade association which if better supported by more manufacturers might help attain the same end in a businesslike manner.—Editor.)

This depression will not last forever but it has already lasted too long.

PER PASTA PERFETTA

Usate!



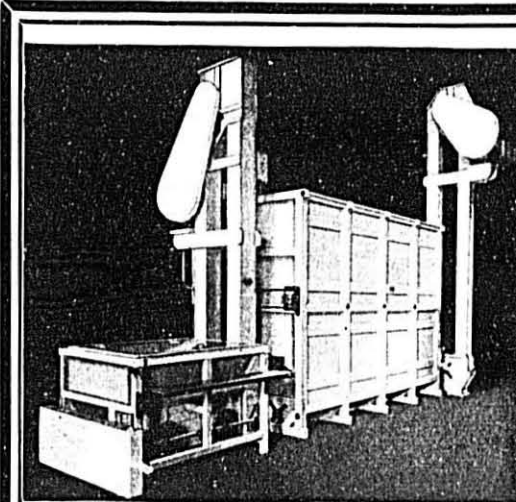
"Meglio Semola-Non ce ne"
Guaranteed by the

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



"Wishing you a very
Merry Christmas"
and
"A Prosperous New Year"

The Star Macaroni Dies Manufacturing Co.



FLOUR WASTE
Can be kept at a Minimum!

In these days of keen competition, especially in the macaroni industry, all leaks must be carefully watched.

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.

Champion Flour Handling Equipment Eliminates All Flour Loss

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

Send the coupon today for the facts. We will be glad to send you our pamphlet No. 17-A, profusely illustrated with pictures and blue prints, absolutely free if you will send the coupon today.

Champion Machinery Co.
Established 1888
Joliet, Ill. - - U.S.A.

YES, I Want Pamphlet 17-A

CHAMPION MACHINERY CO.,
JOLIET, ILL.

Please send me your pamphlet 17-A, FREE, and full data on your Macaroni Flour Handling Outfits.

Name.....
Address.....
City..... State

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, F. O. Drawer No. 1, Braidwood, Ill.

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

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

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

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

Vol. XIII December 15, 1931 No. 8

Confidence Increases; Upturn Near

A widespread revival of confidence and a much improved business sentiment based upon several hopeful developments have been characteristic of the past month. While most general trade and industrial indicators have been about stationary considering the usual seasonal trend there were a number of favorable factors which point forward to a more promising future, claims the editor of "Business Bulletin," published by the La Salle Extension university of Chicago.

A conviction has been steadily growing that we may have reached a turn in the slump which has already extended far longer than was generally anticipated. Four outstanding changes during the last few weeks have provided a strong basis for the returning confidence.

First, the reversal in the direction of the gold movement. Instead of gold exports there has developed a movement of substantial proportions in the opposite direction.

Second, an increase in the amount of money in circulation indicating that "hoarding" is gradually coming to an end, and renewed confidence in the banks of the country.

Third, the upward prices of many commodities, notably wheat and other farm products, silver and general wholesale prices.

Fourth, signs of revival of activities among a large number of smaller and moderate sized businesses. A survey covering 31 states shows many small units using considerably more electric current, and other power.

The significance of these facts is that a pickup in business activity often comes first from these smaller communities and has already made substantial progress before the change can be detected from the statistics of activity covering mostly the larger corporations.

A. G. M. A. Officers

Choosing to hold a one day business session rather than the stereotyped convention, the Associated Grocery Manufacturers of America met in the Waldorf-Astoria hotel, New York city on Nov. 20 and after attending to a restricted business program in keeping with general conditions elected the following officers: President, Paul S. Willis of Comet Rice Co., New York city; first vice president, A. C. Monagle, Standard Brands, Inc., New York city; second vice president, B. E. Snyder, R. E. Davis Co., Hoboken, N. J.; third vice president, R. L. James, Libby, McNeil & Libby, Chicago; treasurer, H. D. Crippen, Bon Ami Co., New York city.

Directors elected are: J. D. Buhner of Corn Products Refining Co., New York city; D. F. Bull, Cream of Wheat Co., Minneapolis; H. H. Eiswald, Penick & Ford, Ltd., New York city; James Knox, Charles B. Knox Gelatine Co., Johnstown, N. Y.; John H. Kraft, Kraft-Phoenix Cheese Corp., Chicago; Paul R. McKee, Carnation Co., Oconomowoc, Wis.; W. T. Nardin, Pet Milk Co., St. Louis; Ralph C. Stubbs, American Sugar Refining Co., New York city.

Many of the leading macaroni manufacturing concerns of the country hold memberships in the Associated Grocery Manufacturers of America but the attendance of this group at the 1931 meeting was considerably below the regular number, due more than likely to the shortened program and prevailing conditions in the trade.

Way Out of Business Slough

"Too many manufacturers and their sales agents are too easily discouraged by the almost constant present pressure for cheap goods, and consequently they are making it hard for everyone to get out of the slough of low prices now demoralizing business," J. P. Voorhees, president of J. P. Voorhees & Son, and a prominent figure in the hosiery business, said in a recent interview.

Mr. Voorhees pointed out that quality standards for industries is the way out of the present situation. He used the work of the Durene Association of America as an outstanding example, saying that this association and others similarly organized will be increasingly valuable in bringing back better times.

"It is the duty," said Mr. Voorhees, "of all manufacturers to 'build up' and 'tall: up' quality goods instead of 'soft peddling' them in favor of inferior products which are a bargain to no one.

If the better manufacturers and their representatives will convincingly follow this policy, it will go a long way toward increasing volume in better priced merchandise with more profit all around—including the purchasing consumer who today is being tempted too little to buy dependable goods. Quality propaganda—and quality production—in times like these goes a long way to bolster up trade courage and to give the public merchandise worth spending its money for. Those brave enough to talk quality instead of price are bound to have an audience."

Choicest Food for Americans

Americans always want the best. This is becoming more and more true with respect to the foods they eat. While in the United States there are produced ample foods to supply all appetites, delicacies and food treasures from the whole world are drawn upon to please the American palate.

Among the fine foods imported to satiate the American appetite for what is good and wholesome are mentioned the following:

Cheese comes from many sections of the world. Roman, Parmesan and Gorgonzola from Italy; Roquefort and Camembert from France; Swiss from Switzerland, Edam from Holland and Cheddar from England.

Anchovies come from Spain; anti-pasto from Italy; black olives from Greece; Brazil nuts from South America; bananas from Central America, and chestnuts from the upper Riviera country in Italy and France.

Mushrooms are being shipped from France and Italy; tomato paste mostly by the latter country.

Sardines come to us regularly from Norway, Portugal, France and Italy; tuna from the Mediterranean sea countries; codfish from Canada and Newfoundland and herring from Spain and England.

Olive oil from Italy, Spain and Portugal; chick peas from Mexico; salmon from Alaska; pineapples from Hawaii; sugar from Cuba and the Philippines; fruits from Porto Rico and the West Indies; fava beans from the Canary islands; onions from Bermuda; coffee from Brazil; tea from India, China and Japan; dates from Africa and southwestern Asia; beet sugar from Germany; caviar from Russia; spices from the East Indies and seasonal berries from anywhere they are raised.

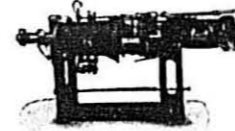
Dollar Durum

For the first time in nearly 2 years the market price of No. 1 amber durum wheat reached the dollar mark in the Minneapolis market in November. A car of durum from Clyde, N. D. of a very fine quality, testing 63.4 in weight with 3% of spring wheat, 12.2 moisture and 15.40 protein was purchased by the Pillsbury Flour Mills company at 26¢ over Duluth's December price, or at \$1 even.

You'll Needem--ELMES' ENERGY --To Feedem TRIO



MIXERS



PRESSES



KNEADERS

Supported by an All Star Cast of Machinery for Alimentary Pastes

Long & Short Goods Driers
 Fancy Stamping Machines
 Preliminary Driers
 Mostaccioli Cutters
 Die Washers--Dies
 Egg Barley Machines
 Accumulators

Noodle Cutting and Folding Machines
 "Tortellini" (Stuffed Paste) Machines
 Calibrating Rolls
 Dough Breakers
 Trimmers
 Pressure Pumps
 Fittings--Valves



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

THE CAPITAL ENERGY TRIO



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

**CAPITAL QUALITY PRODUCTS
 CAPITAL FLOUR MILLS**

Offices
 Corn Exchange Building
 MINNEAPOLIS, MINN.

Mills
 ST. PAUL, MINN.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

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

OFFICERS 1931-1932

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

Investigation Committee Finds Funds OK

The special committee which was appointed by resolution unanimously adopted at the special meeting of the National Macaroni Manufacturers Association in Chicago Oct. 27, 1931 has officially reported that the funds in the national macaroni advertising account have been found correct and recommends that the campaign be brought to a close as decided upon at that meeting, closing to be at the minimum possible expense.

This special committee met in New York city on November 17 with Chairman Francesco Patrono presiding. Other committee members in attendance were Frank J. Tharinger and G. LaMarca. The committee's report, as submitted by Chairman Patrono is as follows:

To the National Macaroni Manufacturers Association:
WE THE UNDERSIGNED, duly appointed to examine the receipts and expenses, and from the records available, to the best of our knowledge found them to be correct.
Committee recommends the reduction of expenses to a minimum in closing up the campaign so as to make the largest possible refund to the subscribers. This refers particularly to those now receiving salaries or part salaries.

THE COMMITTEE

(Signed) Francesco Patrono, Chairman
Frank J. Tharinger
G. La Marca.

Profitable Cooperation

To successfully organize any line of business, the individuals thereof must first be thoroughly sold the basic idea that cooperation between the progressive elements therein in all matters of general welfare to the line is a prime essential. The prosperity of the macaroni trade is nothing more than the sum total of the prosperity of the individuals composing it.

In any line of trade the most successful firms are those whose constant aim is to create new uses and new users for the product manufactured or distributed. The height of the ambition of many is to get customers from competitors. It may not be entirely unethical but in the final analysis it is hardly worth the effort involved because "borrowed cus-

tomers" are anybody's pawn. Yours today, somebody's tomorrow. It is a seesaw battle, never ending, never profitable.

To emphasize this point we refer to the old roundelay "The Stick beat the Dog, the Dog bit the Pig, etc., etc."

Stick Beat Dog, Dog Bite Pig

It is all very much like the old fairy story about the woman who found a sixpence and bought a pig with it. When she tried to drive it home it wouldn't go over the stile and the old woman was afraid she would not get home in time that night, so she appealed to the dog to bite the pig. The dog, you remember, wouldn't bite the pig, or the stick beat the dog, or the fire burn the stick, or the water quench the fire, or the ox drink the water, or the butcher kill the ox, or the rope hang the butcher, or the rat gnaw the rope, or the cat kill the rat, until the old woman had gone to the cow and begged a saucer of milk for the pig and even then the cow had to have a bunch of hay first. After it had lapped the milk, the cat began to kill the rat, the rat began to gnaw the rope, the rope began to hang the butcher, the butcher began to kill the ox, the ox began to drink the water, the water began to quench the fire, the fire began to burn the stick, the stick began to beat the dog, the dog began to bite the pig, and the pig in a fit of rage jumped over the stile and so the old woman got home that night.

If it were somehow possible—that is if business life were organized like this fairy story, to make every macaroni manufacturer in this country understand that the "Go-It-Alone-Days" are forever gone and that "Cooperation Way" alone will win, there would be no need of urging one to do his duty.

Support your trade association and it will in turn fight your fight, plead your cause and perform that unselfish service to the trade as a whole from which welcomed benefits will flow.

Cheer the officers of the National Macaroni Manufacturers Association by mailing to the headquarters in New York a New Year's Greeting Card an application for membership which will prove a boon to you and a welcome message to the organization.

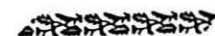
We Extend to All Heartiest Wishes

for a

Merry Christmas

Happy New Year

Successful 1932



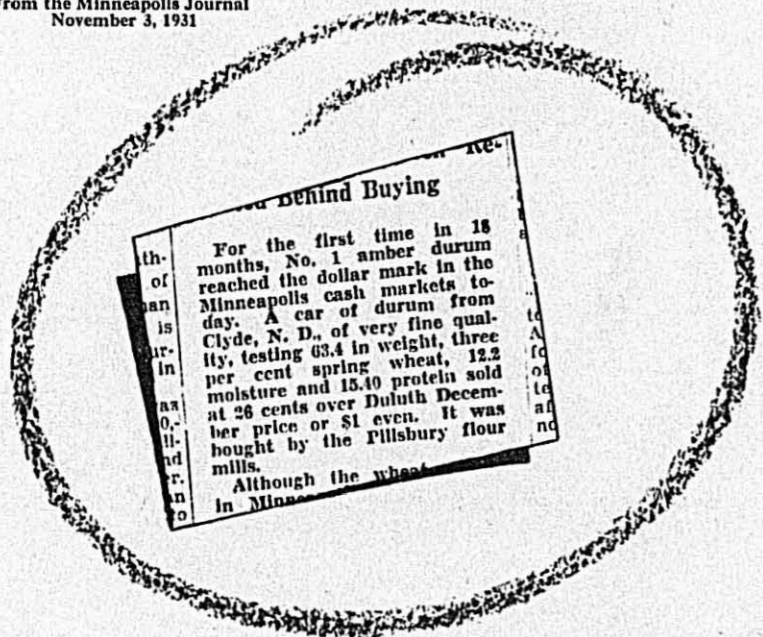
Clermont Machine Company, Inc.

Manufacturers of Noodle Machinery

BROOKLYN, NEW YORK



From the Minneapolis Journal
November 3, 1931



ON this particular day Pillsbury paid \$1.00 for amber drum wheat, and got its name in the papers, because the price of wheat happened to reach \$1.00. But on all other days previous to November 3, and since, Pillsbury has also been paying the top price for first quality amber durum wheat. This doesn't get notice in the papers, because it goes on every day. No matter how scarce good durum wheat may be, and how high-priced, Pillsbury gets it. The quality of Pillsbury's Semolina No. 1 remains the same as always -- the finest Semolina Pillsbury knows how to produce. This is worth something to the manufacturer who wants to maintain his quality in the face of a shortage of prime durum wheat.