

**THE
MACARONI
JOURNAL**

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The
Macaroni Journal



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March 15, 1932

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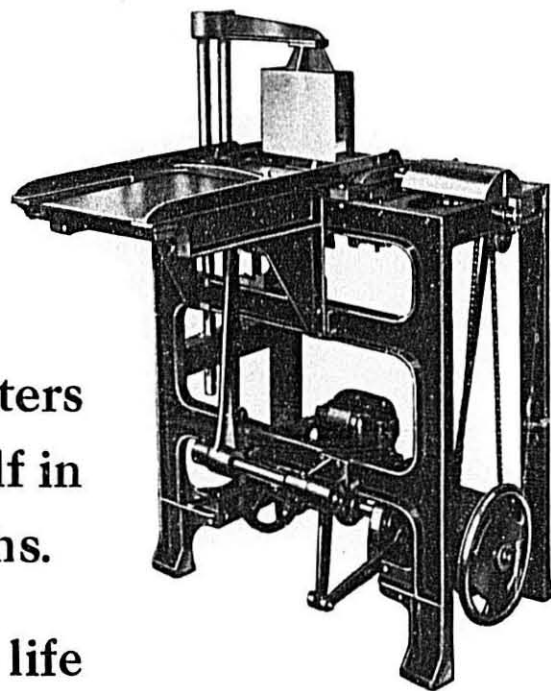
MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

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« TERSE » BUSINESS TALKS



Who's Who in Your Town?

Says The Energy Trio . . .

That big, fat, red covered volume, entitled "Who's Who in America," comprising biographical sketches of a few thousand people considered to have done something worth while, has nothing to do with Who's Who in your city.

There probably is no book of the celebrities of your home town, and the nearest approach to it is an occasional special edition of a local newspaper, filled with write-ups of any business men who will pay for them.

And yet, there is a "Who's Who" in your field of commercial activity or in your community. It exists in the minds of the people and it comprises those men who carry on energetically during depression and have the courage to keep up constructive work while others neglect the opportunity. It includes, too, those who are generous with their time and energy in public affairs.

The men in your local "Who's Who" are the men who can be counted on to help in any public enterprise, whether it be a chamber of commerce drive for new industries or a community chest drive to provide relief for the unemployed or others as needy. They are the men whose energies are devoted to the service of the community as well as to the advancement of their own affairs.

This community "Who's Who" never gets into print. The activities of its numbers may never receive newspaper publicity. But people know who they are and value their services and incline to reciprocate with friendly boosting and increased patronage. Don't think people do not know about whether or not you belong in the town "Who's Who."



Depend Upon this Seal

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

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

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

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

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

★ ★ TWO STAR SEMOLINA

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

THE MACARONI JOURNAL

Volume XIII

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That Price Cutting Folly

The price situation affecting both bulk and package goods was never more discouraging than at present. The macaroni market in this country is purely a "buyers' market" with the buyers taking every advantage of a situation at many manufacturers helped to create. Little immediate relief is in sight.

Trade depressions are respecters of neither individuals or industries. For this reason it was natural to assume that the macaroni manufacturing industry had little hope of escaping entirely the ravages of the ruinous panic into which the world has been plunged. But there seems to be no apparent good reason why any manufacturer should deliberately seek to make matters worse by promoting the fairest kind of business practices at the very moment when he should be doing his best to bring about improved conditions.

Ever since the crash came tumbling down on the heads of business in the Fall of 1929, plans for ending the depression have been advanced, some hopelessly, others in true earnest. Every industry has had its pet theory, every individual his beautiful dream, but Old Man Depression still reigns.

In 1930 and 1931 the macaroni manufacturing industry reported a plan to help soften the crash and for a year or more it looked as if that end would be attained, only to have a crash-averting scheme collapse unexpectedly because of a lack of confidence in the activity, a dearth of sincere support and an insufficiency of interest on the part of many whom it sought to aid.

Since its collapse, the macaroni industry witnessed a price cutting orgy that has not been improved by time. Stupid price cutting has always been the curse of the macaroni industry, but never before has it reached the limits attained at this time. From all sections of the country come justified complaints, in some cases even from firms that were busy starting the fray and were themselves outdone. There may be some satisfaction in thinking that some of us have got just what they deserved, but that does not help the situation that will bring ruin to others unless the means and means are found to bring the warring factions to their saner senses.

Every business man knows that no one profits by price cutting, even the buyers of the goods in many cases, yet together too many of our manufacturers have permitted themselves to be drawn into this business maelstrom from which egress is difficult. What can the National Macaroni

Manufacturers Association do to help? Very little except to condemn the practice and to discourage undue price cutting by teaching the trade that that practice is pure folly and one from which all careful manufacturers will steer clear.

Here are a few examples showing the extremes to which some manufacturers have gone to get business. Along the Atlantic seaboard, for instance, a well known firm is offering cases of 24 seven ounce packages at 68 cents a case, with freight prepaid, and giving as an extra buying inducement 2 cases free with every 10 purchased. The regular broker's commission is allowed in addition. The deal may not last long, neither will the firm that continues it, but think of the irreparable harm this is doing to the trade!

In many sections of the country, the trade is flooded with 5 cent packages. In several instances the packages offered for a nickel contain a fairly good grade of macaroni and spaghetti. Here are cases in which the manufacturers are unwittingly educating the public on the cheapness rather than the goodness of macaroni products. Imagine if you will, how long and arduous will be their fight to bring back their brands to a decent price level, something which must be done sooner or later if they are to continue in the business!

Then there is being marketed bulk macaroni in two, three and four pound containers, not with the idea of building up a future business but of meeting a temporary exigency. These packages, wholly out-of-line in weight, illogical in size, unpractical and unnecessary have no place whatever in sound merchandising.

Self help alone will relieve the situation. With the number of naturally heavy consumers growing smaller every year because of restriction of immigration and with no apparent increase in domestic consumption because of the collapse of the industry's plan to "teach the millions" about the goodness of macaroni products, and with the overproduction that must result when the excess production capacity is utilized, little immediate relief may be expected.

The manufacturers can best help themselves by avoiding overproduction to the point where surpluses must be dumped at ridiculously low prices. Sensible production, better cost knowledge and greater fairness in getting business are the only means of relief. They are free for the taking. The manufacturers must work out their own salvation. In this effort they are assured of the fullest cooperation of the National Association.

» INSECTS IN MACARONI «

By DR. E. A. BACK

Pr. Entomologist, in charge Stored Products Insect Investigations, Bureau of Entomology, United States Department of Agriculture, Washington, D. C.

Some manufacturers of macaroni have stocks returned from the retail trade more or less infested by insects. This experience is not peculiar to the macaroni trade but is shared by producers of all sorts of farinaceous food supplies.

A question very naturally asked is "How does the macaroni become infested?" Are the insects in the wheat before it is milled into semolina or flour and can they survive the milling process? If they cannot survive the milling process do they infest the semolina or flour and thus become incorporated, unharmed, in the macaroni as it leaves the presses? Or does the infestation develop entirely after the macaroni leaves the machinery that forms it?

The writer does not feel that a thorough investigation has been made as yet but he has faith in the experiments and observations already made, even though these are not extensive enough to be entirely conclusive. His own observations on infestation of returned goods are given for what they may be worth.

It is well known that the 2 most serious pests of cartoned macaroni are the flour beetles (*Tribolium confusum* and *T. ferrugineum*) and the true grain weevils (*Sitophilus granarius* and *S. oryzae*). While all the pests of grain and grain products may at times be found attacking macaroni under certain favorable conditions, for all practical purposes, the insects of importance from the standpoint of macaroni destruction seem to be the flour beetles and the true grain weevils.

Of the grain weevils the 2 commonly found in macaroni are the granary weevil (*Sitophilus granarius*) and the rice or black weevil (*Sitophilus oryzae*). While the flour beetles are surface feeders, the granary weevil and the rice weevil develop entirely within the wheat kernels, cracked kernels large enough to contain the developing grub, or within the walls of many common types of macaroni. Nearly all macaroni returned to manufacturers is infested primarily with the granary or rice weevils.

If the reader will turn to Figures 1 and 2 he will find illustrations of the granary and rice weevils respectively. In these illustrations they are shown in connection with their development in wheat. Each female beetle lays her eggs in the wheat kernel by first gouging out with her mouth parts a pit. When this is formed she turns around and lays an egg in the cavity she has formed and then covers the egg with a plug of glutinous material which becomes nearly or quite flush with the surface of the wheat kernel. After the plug hardens it forms a good seal to protect the buried eggs from casual observation. After about 4 days at a mean temperature of 78° to 80° F., or after 15 days if the mean is

as low as 61°F., the weevil grub hatches from the eggs, and instead of leaving the seed, it burrows into it, forms a so-called feeding chamber which it constantly enlarges as it grows older and bigger. As it matures the grub becomes incapable of crawling about so that if by any chance it is removed from its burrow it dies. Thus, if the walls of macaroni are too thin, the grub may eat such a hole in the walls of the macaroni that finally the grub literally eliminates itself by dropping out through it. But in the wheat kernel this almost never happens. With

laid until the adult weevil is mature one can say the normal egg-to-adult cycle in summer is between 30 and 40 days, which should be added, in securing the egg-to-egg cycle, a period varying from 6 days in midsummer to 148 days if the adult weevil happens to mature during the fall and hibernates as an adult.

If the adult weevils have no food about half die in one week, and all are dead in about 3 weeks, when the temperature is 85°F. At 55°F., one survived without food for 65 days. The given food the average length of adult life is between 7 and 8 months although numerous specimens have lived over a year and certain ones lived for 2 years and 5 months when held at 50°-60°. The females lay on an average one or two eggs a day although there is considerable variation. Females have been known to lay eggs over a period of 28 days (from Aug. 27 to June 10 of the year following). The shortest oviposition period recorded is 67 days (from March 19 to May 25). The number of eggs laid by females varied from 36 to 254 in experiments run by Back and Cotton. The biology of the rice weevil is very similar.

The grubs and adults of the grain weevils are so large that there is no question about their being killed during the milling of semolina or flour if any are present in the wheat. The eggs, however, are so small that many have naturally wondered whether they would be crushed during the milling. In this connection, the reader is directed to the experiments of Chapman, the results

MACARONI EDUCATIONAL SECTION

By R. B. JACOBS
Washington Representative

For this section this month, Dr. E. A. Back, entomologist of the U. S. Department of Agriculture has prepared this timely, interesting and instructive article which I commend to the attention of all the readers of this magazine.

Dr. Back has also consented to carry on some investigational work on Macaroni Products, results of which will be published later in THE MACARONI JOURNAL, the official organ of the National Macaroni Manufacturers association. His studies and experiments will be conducted in conveniently situated plants. Watch for report in these columns.

In this connection the recommendation made at the Chicago meeting of the National Association in January is noteworthy:

Label the following legends on all containers of all macaroni products:

"Perishable. Keep in a cool, dry, clean place."

This is especially recommended to macaroni manufacturers who have more than a normal quantity of returned goods.

a good supply of normal moisture the larva of the granary weevil can complete its full growth in from 19 to 34 days during summer weather when the mean temperature ranges from a maximum of 93°F. to a minimum of 70°F. The longest larval development recorded by Back and Cotton is 59 days when the mean temperatures varied between 77° and 49°F.

After the grub stage follows the pupal stage which is short. If one is interested only in the length of time required for development from the time the egg is

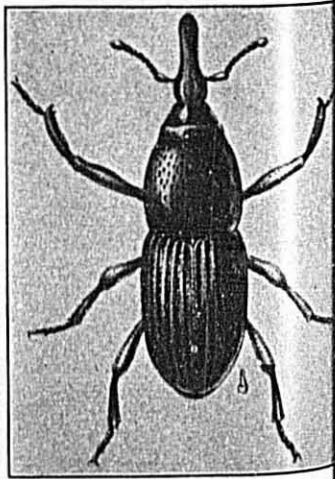


Figure 1. An adult granary weevil. Notice the snout-like elongation of the head at the end of which are the jaws used for feeding upon macaroni or grain and for making cavities in hard materials in which to lay eggs.

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of which were published in 1923. From these experiments Chapman concluded, and quite rightly I believe, that no stage of the weevil could survive the process of milling durum wheat into semolina from which macaroni is manufactured. He found that even the eggs were unable to survive. Chapman also determined that the adult weevils would not lay their eggs in semolina, and that even if the weevils and their eggs were present in semolina they could not survive the process of manufacturing the macaroni. But Chapman did find that adult weevils were present in some factories where the macaroni was made and that they do lay eggs in or on the macaroni while it is drying.

The writer's experience with returned macaroni, though not extensive, seems to bear out the findings reported by Chapman. If all stages of the insects (eggs, grubs, pupae and adults) are killed by the milling process, and if the adult weevils do not lay eggs in semolina or flour, and if any eggs were laid they would be killed by the tremendous pressure to which the dough is subjected in the machines forming the macaroni,

weevils that strict attention to factory sanitation is taken as a prime requisite—as a necessary routine—for the manufacture of insect-free macaroni.

Macaroni being a rather inexpensive food product, no more money is spent upon the carton than is necessary. Many cartons are not sealed against insect entry. The writer has examined returned stocks, with special reference to the relationship that exists between broken cartons and cartons with improperly applied or broken seals and the presence of infestation. Those examinations have led him to believe, in the particular brands he examined, that the factory itself was in A, No. 1 condition, as regards insects, but that the infestation of the returned goods was directly the result of infestations resulting from the entry of insects through breaks in the carton itself, or at points where the seals were not properly applied. In some lots of returned goods no infestation was found in cartons unbroken, and properly sealed against weevil entry, but each carton that was not sealed, particularly at the corners, was heavily infested. Cartons of macaroni, all from the same

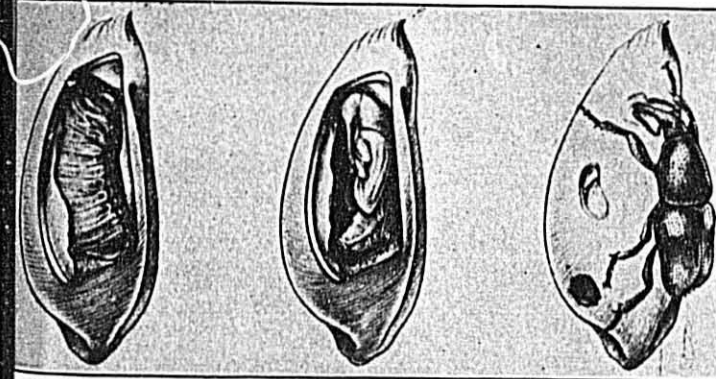


Figure 2. Kernels of wheat cut to show (1) the grub and (2) the pupa within the kernel, while to the right is shown the adult rice weevil and two cavities which it has eaten into the kernel. The adults do not lay eggs in flour or semolina unless it becomes caked.

possibility of infestation previous to the time of the forming of the macaroni must be eliminated.

Attention should be turned to (1) the sanitary condition of the factory from an insect standpoint and (2) the possibility of infestation of the cartoned macaroni either in the factory, the warehouse, or on the shelves of the retail store.

If adult insects are permitted to wander about a factory, especially about the rooms where macaroni is drying or is being packed, the female could easily lay a few eggs in the product before it is cleaned, or weevils might crawl into a carton and become enclosed with the macaroni. One fertilized female weevil could in a carton could in two or three months be the cause of much trouble. The possibility of infestation in the factory is so obvious to any one familiar with the roving habits of the adult weevils

shipping carton, and presumably packed at the same time, were held in a store room for five years, with the result that the macaroni in the cartons which arrived thoroughly sealed remained free from infestation by the grain weevils, whereas the macaroni in those with the improperly applied and broken seals was reduced to a powder by weevil feeding.

The insects which attack macaroni are cosmopolitan pests. They are so widely and generally distributed that they are likely to be found in all warehouses and equipment for distribution of food products. They are especially apt to be present in wholesale and retail grocery establishments that handle feed-stuffs and breakfast foods, and that are not any too careful about the removal of supplies known to harbor weevils. Few persons realize how persistent the adult weevils are in their wandering search for new supplies to infest.

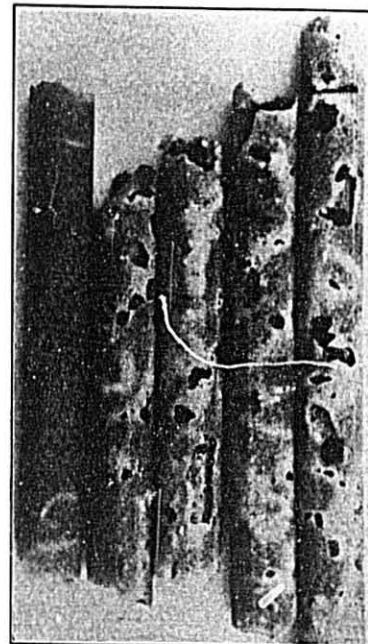


Figure 3. Macaroni damaged by the granary weevil. The adults can lay their eggs in the walls of macaroni as in wheat and if the walls are thick enough the grubs come to maturity. Weevils can reduce macaroni to a powder.

As already stated, the writer does not feel competent to discuss properly the methods by which macaroni becomes infested. However, assuming that the factory itself is kept free from weevils, he does feel that the evidence indicates that there is a real probability that much infestation takes place after the commodity leaves the factory, provided cartons become broken or are improperly sealed.

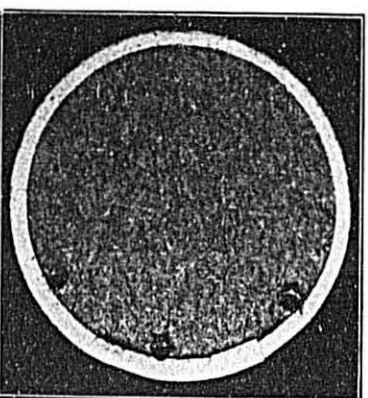


Figure 4. The top of a cardboard box about 3/4 inches in diameter showing 3 holes eaten in the cover by the adult of the granary weevil. The weevils often eat holes in cartons in order to escape but usually do not eat holes to gain entrance. Often small openings about the corners of a carton are enlarged by the weevil adult thus opening the carton to entrance by nearly all grain eating pests.

America's Part in Macaroni's Improvement

The Chinese may have invented the macaroni making process and to Italy must go the credit of developing the process through the Middle Ages, thus preserving its use by modern man, but to Americans must be given the credit of developing the food into the clean, healthful and nutritious products of the present day.

That is the opinion of none other than Henry Mueller, president of the C. F. Mueller company, Jersey City, N. J. as expressed in an article published in "The Forecast."

The author is recognized in American industry as a genius of organization and his ability is not only reflected in his own firm but in the National Macaroni Manufacturers association of which he and his late brother before him were long leaders and active heads. The article, which has been widely quoted, reads in part:

Italy has long been famous for macaroni, spaghetti, noodles and vermicelli, in almost innumerable forms. In fact it is the national food of this nation.

But while macaroni has been claimed by Italy for centuries, it really is an adopted food, since credit for originating macaroni belongs to the Chinese. Chinese civilization flourished and thrived on a form of macaroni for uncounted centuries long before our western world was heard of.

It is a far cry from the macaroni of Italy, made by hand and dried on great

racks in the open air, to the modern packaged macaroni of America, made in the most scientific of sunlit factories, entirely by machinery, and packed in triple sealed moisture proof containers, that reach the



C. F. Mueller

housewife with their contents fresh, pure and of delicate flavor.

Today America makes the finest macaroni in the world. Of course vast research with wheat, engineering ingenuity, and tireless experiments account for this superlative product. And each 24 hours, the people of the United States consume

more than a million and a half pounds of macaroni.

American Consumption Growing

Macaroni and spaghetti were famous in Italy. Like many other good things they migrated to America. Today America makes better macaroni and spaghetti than Italy has ever seen. It is easy to see the reason why. We have better manufacturing facilities.

Our sanitary requirements are higher than those in Italy. The high-gluten wheat these foods require is more readily procured here.

And that is the chief reason why America eats more than a million and a half pounds of macaroni every day. Only a few years ago the United States imported far more macaroni than it exported. In 1929, however, we exported nearly 4 times as much as we imported.

It is true, however, that there is still room for an almost unlimited increase in the use of macaroni products. In Italy the per capita consumption amounts to more than 50 lbs. annually, as opposed to the 3 3/4 lbs. in this country.

It is to be hoped and there is every reason to believe that with increasing knowledge on the part of the American housewife that the hope will be fulfilled that the use of macaroni will continue to grow and develop in this country. The health of our people will improve as they add macaroni to their diet.

Macaroni for Home Relief

The managers of the Home Relief Bureau of Greater New York have wisely selected macaroni and spaghetti as among the nutritious and economical foods in making up the minimum grocery order allowed for the feeding of the needy that come under its care. Forty experts called to study not only the menus suggested but the conditions to be met, agreed that \$2 is enough to sustain life in a working adult male a week and 85c for a child of from 2 to 6 years.

After careful study of food combinations that insure all the necessary body elements the investigators came to the conclusion that a total of \$7.45 a week will provide a family of 5, a father and mother doing moderately hard work and 3 children, with the bare necessities of life.

Spaghetti Liked by Italians

A study of the food schedules for different nationalities brings out some interesting facts. For instance the average American family is provided with only one pound of macaroni or spaghetti while the Italian family is permitted to purchase as much as 6 lbs. a week with its allowance. Investigators found one Italian housewife that ordered as high as 23 lbs. of macaroni products for her consumption. Irish American families demand more tea than the menu allows and Negroes from the West Indies spend

some of their meat allowance for beans. The Jewish show a preference for small fish while the nationalities of Central Europe give preference to potatoes and rye bread.

Obsolete Mailing Lists

Direct-mail advertisers in the United States wasted nearly \$325,000 during the fiscal year 1931 because they used obsolete mailing lists and failed to use return address envelopes, according to the superintendent of the division of dead letters and dead parcel post of the post office department.

During 1931 the dead letter division received 6,450,164 letters containing advertising matter. Circulars and advertising matter comprised about one third of the letters received during the year. These figures, however, included only advertising matter under first class postage. A much larger amount was lost by advertisers who used third class postage, but no separate record is kept on undeliverable matter of this type.

Two reasons are assigned for at least 90% of all these dead letters being sent to the dead letter office; first, incorrect address due to the use of obsolete mailing lists; second, use of envelopes without return address.

It is the opinion of officials of the post office department that hundreds

of thousands of dollars annually can be saved by advertisers by the use of return cards on their envelopes, and that the advantages would more than offset any possible disadvantages. It pointed out that this will assist the advertiser to revise his mailing lists and eliminate postage and labor in subsequent mailings, save expense in having mailing lists corrected, make the unused advertising matter available for another mailing, and enable many advertisers to find out how careless their clerks address these letters.

Honored by Champion Organization

Thirty-six members of the office staff of Champion Machinery Company, their wives and friends, gave a testimonial dinner to "Bill" E. Fay, president of Champion Machinery Company, and Peter D. Motta, superintendent, on the occasion of their Twentieth Service Anniversary on the evening of March 3, at the Woodruff Inn, Minneapolis, Minn.

Messrs. Fay and Motta were recipients of enthusiastic congratulations and several surprise gifts. Art F. Dyke, the able Kingfish of the Chicago Courtesy club, made a talk and a number of prizes were awarded for the winners in the bridge tournament that followed.

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What Gold Medal Is Doing to Aid Manufacturers of Macaroni Products

"PRESS-TESTED" Method of Producing Semolina Assures Uniform Color, Strength, and Taste 365 Days In Year

Semolina Sales and Service Department has Assisted More Than 40 Organizations in Correcting Manufacturing Difficulties

For further assurance of absolute uniformity of color, strength, and taste in Semolina, Gold Medal Millers test every batch of Semolina under regular commercial conditions. This added protection is what the term "Press-tested" assures.

To aid Semolina manufacturers in overcoming technical manufacturing problems, Gold Medal Millers have provided the free services of highly experienced experts. These men will work with you in your factory, or answer any inquiries you wish to direct to them. All such inquiries will be kept in strictest confidence. For full particulars concerning Gold Medal "Press-tested" Semolina or the services of the Gold Medal Semolina Service Department, write to George B. Johnson, Semolina Sales Service Department, General Mills, Inc., Minneapolis, Minn.



GOLD MEDAL "PRESS-TESTED" SEMOLINA

PRODUCED BY WASHBURN CROSBY CO., INC., OF GENERAL MILLS, INC.

◆ Enlisting Youngsters' Help ◆

Recognizing the value of the demand for foods which youngsters like and the inherent concern of the anxious mother for the wishes of her children in the matter of favorite foods, the Minnesota Macaroni Company of St. Paul, Minn. has put into effect a combination radio-newspaper publicity campaign that aims to popularize macaroni products with this group of hearty-eating Americans. Liberal use of "youngster appeal" advertising is proving profitable in this instance.

Commenting on his firm's 1932 advertising plans, Walter F. Villaume, vice president and sales director of the company says: "Regardless of whether the stock market slumps to new lows or soars to new highs, public appetite for a nutritious, economical product that is easy to prepare, rich in flavor, and valuable to health continues strong. For the past 40 years this company has successfully operated on this major premise."

In its 2 column advertisement the Minnesota Macaroni company publicity features a typical, freckle faced American youngster attacking a plate full of delicious spaghetti with much gusto. Throughout the whole campaign, special emphasis is placed on children's liking for well prepared macaroni and egg noodle dishes.

GIVING THE YOUNGSTERS THEIR DUE

Is Proving Profitable to the Minnesota Macaroni Company



Going on the theory that mothers can be sold most effectively through the medium of their children, the Minnesota Macaroni company of Saint Paul is making liberal use of the youngster appeal in their 1932 advertising program.

A series of 2-column advertisements featuring photographs of typical, freckle faced American youngsters and a recipe book coupon offer is now appearing in newspapers of the northwest. This is supported by a series of small, column

advertisements and a substantial radio campaign over station KSTP.

The splendid response to date has indicated that this company is on the right track. "Regardless of whether the stock market slumps to new lows or soars to new highs, public appetite for an economical food product that is easy to prepare and rich in flavor and health continues strong," says Walter F. Villaume, vice president and sales director of the company. "For the past forty years, this company has successfully operated on this major premise."

The Minnesota Macaroni company has grown from a small plant in rented quarters into one of the most formidable, progressive concerns of its kind in the country. During the past 2 years over \$40,000 have been expended for various improvements which included many ingenious devices used in drying, hydraulic presses and special units for noodle making and folding. At the present writing, work has just been finished on a complete suite of new offices for officials and office staff of the company.

Minnesota brand Amberolls, Macaroni, Spaghetti and Egg Noodles are familiar items on the counters of grocers throughout the entire northwest territory. The company also enjoys a good volume of business west to the Pacific coast and throughout a large portion of the southern and east-central states.

A True Story

Joe laid off about 3 o'clock one day some months ago. Had a rather shamefaced look when he said he thought he'd better see a doctor—about a little pain in his arm. The boys kidded him a little for the old "souper" looked sound as a dollar. One wag went so far as to suggest "crap-shooters' cramp."

Nobody paid much attention for a few days—then they began asking about Joe, for he's a mighty popular lad down where he works. Then the report got nosed around that Joe had a bad case of blood poisoning—all from a little scratch on his finger that hadn't had proper attention. And rumors flew—as they always do in such cases—that Joe would lose his arm—and maybe his life!

You could have cut the gloom with a knife. The gang all knew about infections in a general way, but here was the first REAL one that had occurred in this particular factory.

Joe pulled through, I am happy to state, but it was a long, hard, uphill fight. It was a close call but it had one redeeming feature in spite of the fact it was a tragic and expensive experience any way you look at it.

The gang knows now just what an infection means and realizes the necessity of getting quick and proper medical assistance for even minor scratches.

The victim doesn't need to be led to see a doctor. If he doesn't get "move on," the gang will organize vigilance squad and rush him to the hospital.

Sometimes it takes just such an experience to arouse us from our placid serenity about accidents and their far reaching effects. — *The Safety Worker*.

Don't be so all-fired good that no one would want to be like you.

Wedding Bells for Dr. Jacobs

Out from the national capital, the chief source of interesting social, political and historical news, comes the report that the popular technical adviser of the National Macaroni Manufacturers association will become a benedict early next month. "Jake" as he is popularly known among his friends in the industry brook the news privately to a group of man-



Benjamin Ricardo Jacobs Margaret Mason Connell

ufacturers in Chicago recently. Formal announcement of the event was made from Washington the last week in February.

Benjamin R. Jacobs has for years represented the National association in Washington. He has chosen for his bride, Miss Margaret Mason Connell, well known Washingtonian, born, reared and educated in that city. In recent years she has been in the employ of the national headquarters of the American Federation of Labor.

The wedding will take place in New York city the first week in April. The exact date is a secret, known only to the principals. It will be followed by an automobile trip through the south after which they will make their home in a delightful colonial homestead in northern Virginia, six miles south of the national capitol, where Dr. Jacobs has prepared his love nest. Congratulations and best wishes!

Say anything often enough and hard enough and with proper gesture and a lot of people will believe it—and may you will too.

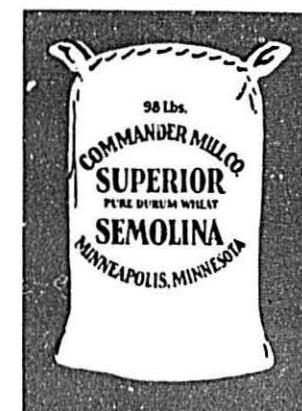
you
Commander
 the Best When
 you
Demand
 Commander
 Superior
 Semolina

ABSOLUTE uniformity of color—every day of the year!

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

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

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



Commander Milling Co.

a division of the

COMMANDER-LARABEE CORP.

Minneapolis, Minnesota

Will Study Packaging Materials

Will egg noodles properly packed in paper containers keep equally well in the high, dry altitudes of the Andes and in the warm, damp air prevailing in the Amazon valley of South America?

To find the answer to that question among others is the objective of the Dr. Herbert Spencer Dickey's Andes Amazon expedition which has sailed from New York for a 4 months' trip of exploration over the mountain peaks and through the tropical jungles of South America, and which will combine an important commercial study with its primary purpose of archeological and other scientific investigation. In addition to his search for evidences of prehistoric civilizations Dr. Dickey will test new paperboard packaging materials developed by the Robert Carr company in which a considerable portion of his stock of supplies has been packed.

The studies will deal particularly with the moisture resisting, insulating and strength or toughness qualities of these recently developed corrugated and solid fiber paperboards. The tests are expected to be especially exhaustive since Dr. Dickey's journey will take him into the highest and driest altitudes as well as the hottest and most humid jungles and will cover all types of transportation including steamship, railroad, mule pack trail and native carriers.

After a sea voyage of several thousand miles, Dr. Dickey's first stop is Guayaquil, Ecuador. Then he plans to go by train to Robamba, Quito and Ambato. From Ambato the party will go down the eastern slope of the Andes by muleback and across the Amazon jungle to the Napo river. Here Dr. Dickey plans to

embark his party in canoes for the 1000 mile trip down to the Amazon taking an Amazon river steamer from Iquitos for the 2000 mile voyage to the mouth of that stream at Para, Brazil.

A considerable stock of food and other staples was taken by Dr. Dickey packed in double wall corrugated and solid fiber Gairtite shipping cases. The paperboards of which the cases are made have a film of colorless asphalt imbedded between the liners which makes them unusually moisture resisting and they are especially sturdy. Some of the folding cartons contained in the shipping case also are made of asphalt liner board.

An effort was made in packing the supplies to include products which depend for their keeping qualities on the exclusion of moisture from the package, such as crackers and cocoa, as well as those which should retain their moisture content, such as soap. Other supplies which were packed for these tests include sugar, eggs, dried peas and beans, noodles, pancake flour, dry milk, cereals, rice, candy and lentils.

Dr. Dickey is expected to return to New York about July 1.

Don't Crush Your Government

A statement by Silas H. Strawn, president of the Chamber of Commerce of the United States, carries a warning that "the fiscal situation of our national government, embracing problems of taxation, expenditures and borrowings, urgently demands the careful thought of all business men and business organizations."

Mr. Strawn says that the federal

budget is "seriously imbalanced" and that it may be necessary to increase our public debt by as much as 1,000,000,000 by June 30 next. "More new debt borrowings," the government has ever under secure in any 5 month period in its history," states Mr. Strawn.

"Unless there are drastic measures our government may not be able to borrow or even tax its way to stability in a reasonable period. The unavoidable amount of borrowing and new taxing that our government must engage in during the next year or more has determined upon reconstruction, even though the revenues are devoted to support of our credit structure and other necessary agencies of economic life."

Governments throughout the world have been strained to keep their budgets under, and some of them "cracked" under the loads of their public expenditures and debts. It has recently become so common for governments to default on their bonds, to ask for moratoriums that these realities of the nations of the world are almost unnoticed.

The revenues of our own government have fallen off in the fiscal year of 1931, \$1,750,000,000 below what they were the preceding year.

That the public has been hit hard by the depression is shown by the fact that in the collection of taxes the amounts received by the federal treasurer were \$1,250,000,000 lower in 1931 than in 1930. If these people pay very little attention to the distressing disclosures of our financial records,

the person who will take it to turn to the financial page of a daily newspaper he reads will find that the United States government is in a poor way; that liberty is sold as low as 89¢ and that issues are quoted as low as 88¢.

President Hoover in his message to Congress on Dec. 8 last is estimated that the federal is now directly contributing livelihood of 10,000,000 of our people.

The President also stated an aid to unemployment that the government is engaged in the program of public building, flood control, highway, aviation and naval ship construction all history." He informed that the expenditures on these during the calendar year of 1931 reach \$780,000,000 compared with \$240,000,000 in 1928.

The President's program, accepted in most of its details by Congress, calls for legislation to stop the Federal Land Bank system, \$24,000,000,000 Reconstruction Corp.; the creation of a system of home loan discount banks in order to revive employment, and great plans to help depositors in

order to recover at least part of their losses have been carefully discussed. Loans are being made to companies that they may help themselves as they are protecting our money companies, our savings banks and our trust funds, who hold their money. These and a thousand other plans for betterment of our country are all for money from the government, as well as tremendous demands for public credit are in the President's program, and are included in reports of a Congress that is losing the confidence and respect of the people because of its inability to act justly and intelligently on this difficult problem.

Wonder that Congress does not vigorously upon efforts to bring about fresh principles, such as direct relief by government in the legitimate demands for relief that are so hard to meet. At the end all this frenzied financial though it is necessary to resort to this time will be found on the part of American taxpayers.

Wonder that Mr. Strawn should be the member members through the United States that the condition of the country is "a serious situation" has decided that a budget committee of the Senate should be set up to report on any time shall be sought by the chamber and its executive officers. Such action being taken must secure the consent of the directing body.

These facts are presented here to show that the government is overworked to meet the emergency. The administration is being bombarded with demands for billions of dollars that should be, and will be, Uncle Sam is doing his full duty which doesn't mean that he is not playing the part of Santa Claus to help rock the boat.

Belting Sold by Thickness

The American Leather Belting Association has decided that the greater protection of consumers of leather belt should establish and sell these belts to specifications of thickness in weight, thereby discarding the old weight terminology of "some per cent good" which may be varied by the addition of weighting materials to leather, and does not necessarily represent a differential in values. This decision was reached after the association had canvassed all manufacturers of belting throughout the country with the result that 81 replies received all voting for the change. The movement may be compared as having the endorsement of the leather industry.

This is an interesting and progressive move for establishing higher standards of a product that has been sold by

weight and width means the security of the association. Inasmuch as leather selling prices are based on thickness the simplicity and common sense of this change has met with the instant approval of both manufacturers and users of leather belting. Its simplicity and common sense was the chiefing factor in its passage, following the vote of the association's members.

O. W. Parrott Passes

Council Whipple Parrott, superintendent of the news and department of the News Publishing Co., St. Paul publisher of the Macaroni Journal, died Feb. 13, 1932, at his home in Minneapolis after a long illness. Ever since its inception Mr. Parrott had supervised the printing of the Macaroni Journal and had done great work in its mechanical perfection. Mr. Parrott was born June 27, 1863, and all his life had been in the



Orville Whipple Parrott

publishing business in both the news paper and magazine fields. He started in 48 years ago with the Commercial Bulletin in St. Paul, which was later the News Publishing Co., which preceded the News Publishing Co., and under whose regime the printing of the Macaroni Journal began 13 years ago. At his death he supervised production of some 50,000,000 publications for his company. He was also a director of the First Trust Co., which was a member of high standing in the financial world, and a skillful secretary of the high class of the local societies in the month of January of 1931. Mr. Parrott's funeral was Feb. 18 at which time the news plant of the News Publishing Co. was closed down.

Organize "La Premiata" Co.

As a holding company to take over existing companies in western Pennsylvania, the La Premiata Macaroni Company has been organized in the states of Connellsville and Pittsburgh. Among the firms under the control of the new company are the Connellsville Macaroni Operating Company of Connellsville, Pa., and the W. Bach Co. Inc. of Pittsburgh. Laurens T. Camer, of Connellsville has been elected president of the holding company. W. Boehm is vice presi-

Macaroni Men Oppose Sales Tax

The Macaroni Journal, Macaroni Men and Macaroni Men's Association are opposed to the proposed sales tax in Pennsylvania. The tax would be levied on the sale of all goods, including macaroni, at the rate of 1 percent. The Macaroni Men believe that this tax would be a heavy burden on the consumer, and would result in a loss of business for the Macaroni industry. They believe that the tax should be levied on the manufacturer, and that the consumer should be protected from the tax.

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National Wealth and Income

The total national wealth of the United States in 1930 was \$29,700,000,000, according to an estimate by the National Industrial Conference Board. The total national income was \$13,400,000,000.

The per capita wealth of the United States in 1930 was \$2,677 as compared with \$2,577 in 1929 and the per capita income was \$824 in 1930 as compared with \$791 in 1929.



DICKEY ANDES-AMAZON EXPEDITION TO TEST PACKAGING: Dr. Herbert Spencer Dickey who sailed a few days ago for archeological exploration in South America will conduct important tests with new paperboard packaging. Photo shows party about to embark on S. S. Santa Olivia for Guayaquil, Ecuador. Left to right are W. Bruce MacNamee, writer; James Glenn Childers, archeologist; Dr. Dickey, and Agnew Fischer, photographer.

Secrets of Successful Trade Marking

Remember That Trade Marks Have Preference Over Trade Names

By WALDON FAWCETT

"Get thee behind me, Satan," should be the retort of the canny marketer of macaroni, whenever he is tempted to "play favorite" with a trade name instead of a trade mark. There has always been the secret urge upon some branders to play up the trade name; to let it overshadow or supplant a full-stature trade mark. And lately there has come a special, extra impulse, which makes it high time to take stock of the whole situation of the trade mark versus the trade name.

At the very go-off let's be set right as to what has lately shoved to the fore the trade name as an institution. Nothing less, if you please, than a proposal before Congress to give the trade name the same federal recognition and protection that is accorded the full fledged trade mark. Up to now the trade mark has had no standing in the special laws designed for safeguarding "industrial property,"—the most valuable intangible assets of business. Such protection as a trade name could claim had to be sought under the common law repressive of unfair competition.

In the Trade Mark Revision bill (known as the Vestal Bill), which was half way successful in the last Congress and has come back in this Congress, is a Section—Section 23—which authorizes the registration at the Patent Office of commerce-marks on the same terms as trade marks. Few people will quarrel with the essence of this proposition. Macaroni tradesmen know as well as the next person how awkward it has been that registration could not be obtained for trade association emblems, cooperative, collective and industrial community marks. But with all their sympathy for the plight of some commerce marks that have been out in the cold, there has come to some owners of valuable macaroni marks a vague feeling of uneasiness lest the proposed legal equality for trade names operate to the disadvantage of the narrowly defined brands which conform to the strict requirements of technical trade marks.

It was to allay this feeling of apprehension that the trade name section of the Vestal Bill was changed, ere it was resubmitted to the 72nd Congress. An amendment was tacked to Section 23 which provides, in effect, that under the new deal the Commissioner of Patents shall not receive for registration any trade name which so resembles a registered trade mark that it would be likely to cause confusion in trade. This modification of the bill in Congress is equivalent to an official pronouncement that, legally, the trademark is yet ace high in the whole scheme of commodity identification. But the opening of this subject exposes to view another aspect which

seems worthy of instant attention, viz., the brand owner's personal attitude toward his twin possessions, supposing he has, or is ready to adopt, both a trade mark and trade name.

That the trade mark has not had, on all hands, the deference to which its superior standing in law has entitled it, is due partly to the fact that many business executives have not realized the difference between a loosely used trade name and a tightly monopolized trade mark. In many an instance a macaroni marketer, in the beginning, took as a brand any catchy cognomen that struck his fancy. Perhaps it was a descriptive word or a geographical name. Then, when the brand user had tried in vain to register his buy word as a trade mark at the Patent Office at Washington, he woke up to the fact that what he cherished was a trade name rather than a trade mark.

Macaroni branders who have been caught with the consolation prizes known as trade names have, commonly, done one of two things. The marketer may elect to make the best of his bargain. To that end he entrenches his business badge, to the best of his ability, as a common law trade mark. And he may register his trade name in such states as are more lenient in rules of admission than is the federal government. The second, or alternative course open to the owner of a trade name is to retain that name for the sake of the duty it performs in distinguishing the goods to oldtime customers, but to supplement the trade name with a trade mark that can claim the utmost protection as such.

Experts are inclined to scold the macaroni tradesmen who have been wondering whether, if Congress lets down the bars to trade names, etc., they might not safely forego, discard, or soft pedal trade marks and pin faith solely to the more elastic trade names? "No, no, and once again no" says the sharp on good will conservation. He points out first of all, that the new program isn't a law as yet. And that if and when it is a law there will remain the necessity of ascertaining from the high federal courts, just how much protection is granted to trade names. The nature and extent of the protection can be determined only by a series of test cases that will probably require years to climax. Meanwhile the protection available to a technical trade mark has been pretty well gaged by a quarter of a century of trial-and-error proceedings.

Another bit of prospect that is not too promising for trade names, as compared with trade marks, has to do with the difference in the horizons of the 2 forms. When a macaroni marketer has evolved

a unique trade mark and has registered it at Washington and put the mark permanently to work in interstate commerce, he is reasonably assured that he has a national brand, good for use in country-wide commerce. But, alas, how different with trade names. Many of obvious and universally appealing trade names are today in simultaneous use by several or a number of different traders. But each user is using his version of the share mark only in his own state or immediate locality. That is all very well so long as sales territories do not overlap. But what to us, if registration is authorized and the several claimants of one trade name converge on Washington, each ambitious to get a sole and exclusive franchise.

Above and beyond all such potential complications, though, is the deep conviction of the best doctors of marketing that a well chosen trade mark is entitled, for its own sake, to dominance of the whole scheme of goods identification and advertising. The argument runs that the trade mark is the more readily recognizable of the 2 forms and is, in the average instance, preeminently the more individualistic. A trade name, even if it starts out with a soul of its own, is apt to become through usage more or less a grade mark or a vehicle of class specification. And if the owner of the trade name does not watch his step he will awake some fine morning to find that what started as his pet trade name has come to stand, in the eyes of the public, for a species of goods no matter whether manufactured by the originator of the name or someone else.

Then again, there is the subtle but very important distinction which federal judges are tempted to draw between trade marks and trade names when called upon to umpire disputes between owners of parallel nicknames. If a trade name is in dispute the issue is apt to be clouded if the lawyers for the defense can set the plea that the trade name has been in the trade which warrants the designation being regarded more or less as common property. Only a brander who has made the association of his trade name with his particular goods outstandingly conspicuous, may consider himself half way safe.

With a trade mark, a truly distinctive trade mark, the situation is very different. If a firm is defending against close-neighbors a distinctive trade mark which literally meant nothing in the beginning and has acquired all its meaning from its exploiter, the courts will always give it the benefit of any doubt. In other words the responsibility is put upon the trailer of a familiar trade mark to show why heaped that particular mark instead

(Continued on Page 22)

March 15, 1932

THE MACARONI JOURNAL

15

A Strong Dependable Durum Semolina for Macaroni Manufacturers who Realize that Quality is the Surest and Most Permanent Foundation on which to Build a Bigger and Better Business



KING MIDAS MILL COMPANY

MINNEAPOLIS, MINN.

As Others See It

Experiences by individuals or by groups are valuable only to the extent that they serve as guides to others. The National Macaroni Manufacturers association recently experienced a "noble experience,"—a national cooperative effort to increase the per capita consumption of macaroni products. We personally know how its results affected us individually and as an organization, but we are curious to know what the outsider thinks of our endeavor. D. H. Matson, a staff editor of "Advertising and Selling" in the Feb. 3, 1932 issue of that magazine, attempts to tell the world "Why The Macaroni Manufacturers' Campaign Failed." The article:

WHY THE MACARONI MANUFACTURERS' CAMPAIGN FAILED

Proof That What Cooperative Advertising Needs Is . . . Cooperation

This is the story of a failure of an advertising campaign, that of the macaroni manufacturers. We present it without apology, and without blame, but in the belief that much can be learned from failure. If other industries, contemplating cooperative campaigns, learn the lesson conveyed by this failure, perhaps it will not have been an entire failure after all.

One of the most interesting and promising cooperative advertising movements to get under way in the last two years, that of the National Macaroni Manufacturers association, has signed off. Why?

It started a little over a year and a half ago. For 10 months color pages in several women's magazines were used. Plans for 1931-32 called for a campaign in 354 newspapers and in a group of trade publications. A few pieces of the newspaper copy have appeared. The last of these made its appearance about a month ago.

From the viewpoint of the manufacturer of macaroni there is doubtless no good end to be served in holding a postmortem. The industry's program of cooperative advertising is dead as the Eugénie vogue. No likelihood of its being revived exists. Not for a long time. But many another advertiser—and perhaps an agency or two—might profit now from dissecting the cooperative effort to put macaroni, spaghetti and egg noodles on the nation's menus oftener.

The reasons for the breakdown of the macaroni campaign are: (1) The unstable condition of business in general and of this business in particular during the entire period of the campaign. (2) Differences of opinion and conflicting aims on the part of the bulk and the package macaroni manufacturers. (3) The careless use of the "Energy Trio" emblem on manufacturers' packages and in consumer copy designed to identify supporters of the advertising campaign. (4) The failure of those in control to keep up members' morale. (5) The collapse of the agency service involved.

"For 10 or 12 years we made sporadic efforts to bring about the conditions that would let us promote macaroni products as an industry," says a leading macaroni maker, whose name cannot be disclosed here. "We made a survey of more than a hundred cooperative campaigns, analyzing successes and failures alike. Then we called in an experienced advertising agency to advise us.

"The agency's survey indicated that:

"1. Macaroni products were served only twice a month on an average in the nation's homes.

"2. The average woman knew only two ways to cook macaroni products.

"Accordingly, in February 1930 we set about raising the money necessary to finance a 4-year promotion program. That task did not prove especially difficult. The durum millers generously pledged their support. About 125 man-

ufacturers of macaroni, spaghetti and egg noodles and representatives of allied industries came in. By April 1930 we had \$1,371,000 pledged and were ready to make a start.

"We put a great deal of effort into merchandising work planned to teach individual manufacturers how to cash in on the advertising, once it began to appear. Between September 1930 and the following July the association placed color pages in 6 magazines read by women. These advertisements, events proved, were well prepared. They were productive of good results. The plans laid called for the use of newspapers in practically every city with a population of more than 10,000 as the second phase of the movement.

"What seemed at the time of our organization to be only a detail of no outstanding importance developed ultimately into the reef that ripped our cooperative campaign wide open. This was our identification device, a small insignia which we called the 'Energy Trio Mark.' It appeared in the advertising, and contributors to the advertising fund were authorized to place it on their packages or use it in such other ways as would identify them as supporters of the sales promotion program.

"There has never been complete unanimity of thought between 2 groups in the macaroni products industry. The interests of the package manufacturers and those of the bulk manufacturers unavoidably clash, or seem to, at times. In this case the bulk manufacturers felt, perhaps with some justification, that the 'Energy Trio Mark' served the package manufacturers more than it served them. The package manufacturers felt that the use of the mark on the bulk goods tended to pull them down to a lower price and quality level. About this time several bulk manufacturers not identified with the cooperative campaign began to cut prices. Some of our group felt this competition keenly. They began to look for a means of relieving themselves of the need for continuing their promised support of the advertising fund.

"In spite of minor obstacles of one sort or another our sales promotion and advertising campaign moved along smoothly and promisingly until early in the summer of 1931. Our collections were excellent. The public response to our advertisements was highly satisfactory. Suddenly it became evident that our advertising agency had turned hearse on cooperative advertising, several of its accounts having stopped their activities. We learned that our newspaper campaign, scheduled to break in September, was at a standstill. Of course this news spread quickly in the industry. One of our members, bit hard by price competition and eager to be relieved of his pledges of financial support, sent a round robin letter suggesting the discontinuance of the advertising.

"Our advertising agency, to the amazement of all of us, immediately seized on this letter as the opportunity to petition for a receivership for the cooperative campaign, ostensibly to protect its interests. The plea was granted, but within a short time the receivership was dissolved no real question as to the solvency of the campaign having ever existed.

"While all this unforeseen difficulty was being met, our plans for newspaper advertising beginning in the fall of 1931 were at a standstill. We had written our copy, had our finished art work on hand and many of the complete advertisements had been electrolyzed. The newspapers on our list I might mention, had done an excellent advance merchandising job for us. In short, the stage was all set. We decided that it would be the height of waste not to run as many advertisements as we could pay for from our funds on hand.

"Now that all the advertising that we could pay for has appeared, the only conclusion that one can logically arrive at is that the macaroni campaign has breathed its last. It is all over now . . . fini . . . washed up and through. As to its value, it does not seem to those of us who were close to its workings that any question of its value can well exist. If you ask me how much more macaroni, how much more

spaghetti or how many more egg noodles people ate as a result of the advertising, I'll have to answer that I don't know. Nor does anyone else. We do know, however, that the advertising induced countless people to eat macaroni products oftener and to prepare them in new and appetizing ways. We know, too, that we sent out from half a million to several hundred thousand recipe booklets which were offered in our advertisements. Don't let anyone tell you that the copy wasn't seen and read. By the way, there's a healthy volume of requests for these booklets still coming into our association's offices every day now, although the last magazine ad ran in August, 1931. We know that many restaurants and hotels, in addition to private homes, that never served macaroni products offer it with some regularity now."

"What cooperative advertising needs in order to produce results is a good, generous helping of cooperation. If all the groups in the macaroni industry who subscribed to the aims of the sales promotion movement had submerged their petty differences for the common good, the campaign would be alive still and thriving."

"Selling Is Like Football," Said Late Knute Rockne

Knute Rockne, Notre Dame football coach, in addressing the National Sporting Goods Distributors association in Chicago early last year, said:

"Selling is a good deal like football—a problem of getting the right men."

"In picking a football squad there are 5 kinds of lads I don't want.

"First is the swellhead—the fellow who lives on last year's reputation.

"Second is the complainer—the chronic critic.

"Third is the quitter. He is the fellow who would like to do something but is not willing to pay the price.

"Fourth is the lad who dissipates either physically or emotionally. By emotional dissipation I mean jealousy, hatred or envy. They all interfere with efficiency.

"Fifth is the boy who is suffering from an inferiority complex. I tell such fellows to 'go out and get a superior complex.'"

Small But Tough

"A few years ago, after our squad had been divided up for early practice, noticed among a group of hefty players trying out for guard, a little chap weighing less than 150 pounds.

"Aren't you a little small to be guard?" I asked him.

"Yes," he replied, "but I'm a little tough."

"That was Metzger, who last year was an All-American guard.

"There are no rewards for anyone who is afraid.

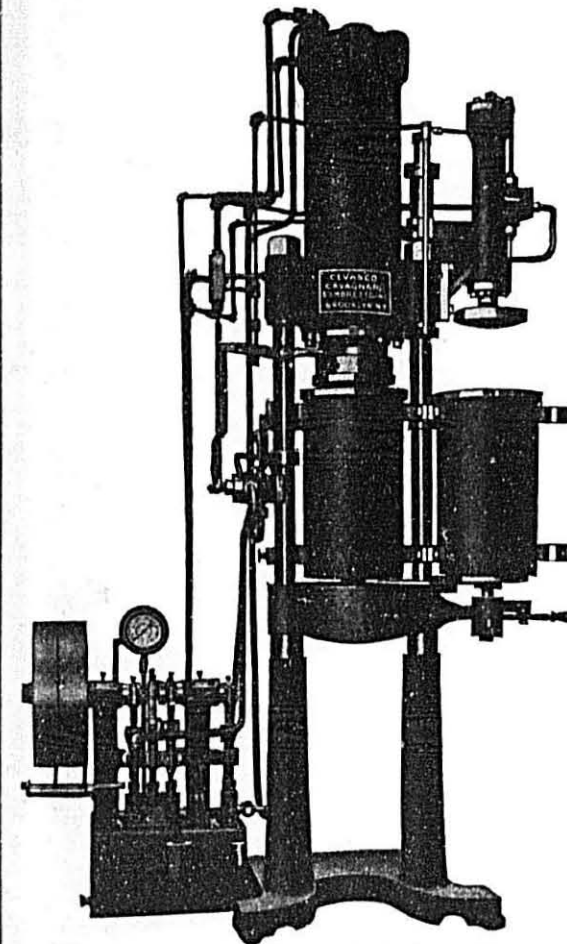
"We sometimes get a 'local hero' on our squad—a fellow who has been the 'Kokomo Flash' on his home town high school team. He is a great player, and if you don't believe him, he has the clippings to prove it, including pictures showing front, rear and side views.

"Such a fellow has 'elephantitis of the occipital lobe.' We apply the serum treatment of ridicule, which usually reduces the fever and the swelling. He may learn the value of team play.

"Cooperation is essential. The ability to cooperate in this day and age is just as important as technical skill and ability."

Consolidated Macaroni Machine Corporation

FORMERLY
Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son
Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13½ inches

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

CONTROL VALVE. Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil between the two faces, there can be practically no wear on this part. Very little power required to set same as the movement is concentric.

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

◆ Federal Report on Macaroni Industry ◆

A phenomenal expansion in the macaroni products manufacturing industry in the United States is pointed out in a study of international trade in macaroni commodities just made public by the Department of Commerce in a pamphlet entitled "International Trade In Macaroni Products." This latest trade information bulletin on this foodstuff is a 36 page pamphlet replete with interesting history, proved facts and valuable data obtained from an unprejudiced source.

Copies of the pamphlet have been supplied members of the National Macaroni Manufacturers association by the headquarters staff and they will prove invaluable additions to the macaroni maker's library. The business enjoyed by the macaroni industry during the past 5

Service to Association Members

The government pamphlet entitled "International Trade in Macaroni Products" will be a very valuable addition to the files and libraries of the members of the National Macaroni Manufacturers association to whom copies were donated by the organization. It deals specifically with American production and exportation as well as production in the principal countries of the world and their trade with the United States in this foodstuff.

Copies will be supplied to nonmember firms or others interested at Ten Cents each, in stamps. Address all requests to the National Macaroni Manufacturers Association, Braidwood, Ill.

years has become one of the most important engaged in making foods, and domestic production is now probably second only to that of Italy.

Production Doubled

The publication supplies the following additional information:

Production has increased approximately 100% in this country since 1914 and imports have declined about 92%, whereas prior to 1914 the manufacture of macaroni products could be classified only as a household industry. Italy furnished the bulk of American imports until the world war cut off the sources of supply and stimulated domestic manufacture.

Per capita consumption increased to about 4.03 lbs. in 1927. The importance of the industry is shown by the fact that census figures reveal 377 concerns employing more than 5200 workers turning out macaroni, spaghetti, noodles, raviola, vermicelli and similar alimentary pastes worth nearly \$50,000,000 in 1929.

Competing in World Trade

The United States is successfully competing in the international markets to the extent of about 8,542,000 lbs. yearly, with a favorable balance of trade in the ratio of 3 to 1. This success in foreign markets, for many years dominated by Italy and other countries, is doubly gratifying, since in most instances the retail

selling price of the American product has exceeded the price of similar goods from other nations.

The higher and more uniform standards of quality and the appeal of the individual and sanitary wrapped package has created so steady a demand that when worldwide economic conditions improve, there is no doubt that the volume of exports will show an appreciable increase. American macaroni products are being shipped now to more than 70 foreign countries, Great Britain and the dominions being the most important customers.

Among Americans there appears to be a trend to follow the habits and customs of the Italians and to use macaroni or spaghetti not as a side dish or as a substitute for vegetable but as the main item of food in the meal. Small restaurants, operated on a chain store basis, are springing up all over the country, especially in the densely populated areas in large cities, that make a specialty of serving macaroni and spaghetti and, in fact, serve little else.

These restaurants are gaining in popularity, and if these trends continue the per capita consumption in the United States should show a decided increase. Even the larger and more expensive restaurants have noticed this increase in popularity of macaroni products and many have added them as entrees to their menus.

Threatening Your Competitor's Customers

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

Here is a case which brings forward one of those snappy little quarrels that occasionally break out between competitors, and which I have never known to do anybody any good. On the contrary they usually do general harm.

Incidentally this case throws some light on the resources of the law in such a case.

There was a concern called Dehydro, Inc., which manufactures a chemical compound for business use. One of its competitors was the Tretolite Co., which made a similar compound. Rivalry between them got pretty hot, and in a little while the Tretolite Co. began to do what so many business men, when they start to quarrel with their competitors, do—they overstepped the line of dignity and fairness and began to do what Dehydro, Inc., thought was dirty fighting.

According to the court pleadings the Tretolite Co. and its representatives sent letters to the trade and made verbal statements that Dehydro, Inc.'s, product was an infringement on that of the Tretolite Co., and that any user of the product of Dehydro, Inc., would be liable in damages if he used or sold the latter's stuff.

This scheme usually works, for nobody wants a law suit over another's

product, so Dehydro, Inc., awoke one day to find that its customers were rapidly dropping off and flocking over to the Tretolite Co. Accordingly they went into court with an application for an injunction against the Tretolite Co. to stop it from continuing the above process.

The Tretolite Co. put up the best fight it could. Its first move was to attack the whole proceeding on the technical ground that what Dehydro, Inc., was charging was slander and libel, and you can't get an injunction against that. The court agreed that you couldn't, but said that the basis of the suit wasn't slander and libel, it was unfair competition. Said the court:

I cannot agree with the contention that this is an action to enjoin a libel or slander. The gravamen of the action here is to enjoin the defendant from committing acts constituting unfair competition, and from destroying the business of the complainant. An established business, with the good will thereof, constitutes property, the owner of which may invoke the aid of a court of equity to prevent its lawful and wrongful destruction, where the legal remedy is inadequate to redress the wrong. If the allegations of the complainant's bill be true, the defendant is wrongfully destroying its business, and the wrong is a continuing one. It would be difficult to ascertain the amount of damages, and impossible to reestablish the business once the destruction be completed. If the remedy at law be invoked, it would result in a multiplicity of suits. Many cases support the rule that resort may be had in equity to enjoin the sending of letters or notices threatening complainant agents and customers with suit for infringement of a patent, where such letters and notices constitute a fraudulent attack upon the property rights of the complainant and in restraint of trade, or in the furtherance of unfair competition. Where the gravamen of the action is to enjoin unfair competition, the question of libel and slander is only incidental to the action, and such an action is not one to enjoin a libel or slander.

This is a little technical, but I feel that its meaning will be reasonably clear to laymen. And it is important.

Accordingly the Tretolite Co. lost the first round of the fight, and the court now orders it to answer the main questions of the case. In other words, do you make these statements about the product of Dehydro, Inc., and did you send out letters about it? If you do, what truth was there in them?

There has been a steady trend on the part of the courts in recent years against allowing a business firm to do this kind of thing against a competitor. It is an exceedingly powerful weapon. Try the effect of it on yourself. You are selling a patented article and the manufacture of some competitive product comes to you and says, "Here, that's an infringement on my patent and under the law you are liable for selling it. Now quit or I'll sue you." Figure out for yourself what you would do. The destructive effect of such a campaign upon the business of the subject of it is so great that the courts have practically said that threats of this kind cannot be made. In entire good faith have actually entered suit against somebody who I believe is making an infringing article, can legally tell the trade that, but I can't go around whispering and threatening among my competitor's customers.

*53 Fed. (2d), No. 2, 273.

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The National Association - TRADE MARK SERVICE -

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

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

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

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

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

"Porter" and "Mrs. Porter's" Brands

Believing that the name of the individual owner or of a partner can legally and properly be used as a trade mark for products produced and sold by that firm, the experience of Porter-Scarpetti Macaroni Co. of Portland, Ore. is interesting.

This department was asked to find out if the brand names "Porter" and "Mrs. Porter's" were open for registration for macaroni products. A search of the trade mark records of

the U. S. Patent Office showed that the words "Mrs. Porter's" were registered for mayonnaise and salad dressing in 1923, claiming use since 1908. Registration was made in the name of Mrs. Porter's Salad Dressing, Inc. Seattle, Wash., Alaska Building.

We find the word "Porter" and the picture of a colored porter registered for canned vegetables by the Lange Canning company of Eau Claire, Wis. The word "Porter" is also registered for meats by Kingan & Co. of Baltimore, Md. dated 1907.

In view of the fact that the Patent Office now considers all food products of similar descriptive properties, the above references, all probably, anticipate "Porter" and "Mrs. Porter's" for macaroni products.

"Double-Quick Cooking"

We find that the phrase "Double Quick Cooking" is not now in use by anyone for food products. That is a descriptive term and may be used in connection or association with a trade mark.

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 February 1932 the following were reported by the U. S. Patent Office. Patents granted—none.

TRADE MARKS REGISTERED

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

Golden Egg

The trade mark of the Golden Age Corp., New York, N. Y. was registered for use on noodles. Application was filed Aug. 7, 1931, published by the patent office Nov. 10, 1931 and in the Dec. 1, 1931 issue of THE MACARONI JOURNAL. Owner claims use since March 1, 1891. The trade mark is egg shape on which is written the trade name in heavy type.

Five Minute

The trade mark of the Roman Macaroni Co., Inc. Long Island City, N. Y. was regis-

tered for use on spaghetti. Application was filed Aug. 28, 1931, published by the patent office Nov. 24, 1931 and in the Dec. 15, 1931 issue of THE MACARONI JOURNAL. Owner claims use since January 1931. The trade mark is the face of a clock across the face of which is written the trade name in black letters.

TRADE MARKS APPLIED FOR

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

Red Jay

The private brand trade mark of Jayburg Brothers, Inc. New York, N. Y. for use on alimentary pastes, namely macaroni, noodles, spaghetti, vermicelli and alphabets, also other groceries. Application was filed April 29, 1930 and published Feb. 9, 1932. Owner claims use since March 29, 1930. The trade name is in heavy type.

Soymac

The trade mark of The Pfaffman Egg Noodle Co., Cleveland, O. for use on macaroni.

Application was filed Dec. 5, 1931 and published Feb. 9, 1932. Owner claims use since January 1931. The trade name is in heavy type.

John Marshall

The private brand trade mark of the Edward T. Fenwick, Washington, D. C. for use on canned spaghetti and other groceries. Application was filed Feb. 17, 1931 and published Feb. 23, 1932. Owner claims use since Feb. 5, 1931. The trade mark shows a picture of John Marshall with the trade name written in large letters beneath it.

LABELS

Minervini

The title "Minervini Brand" was registered Feb. 2, 1932 by John Minervini, Inc. Hoboken, N. J. for use on macaroni. Application was published Oct. 1, 1931 and given registration number 40299.

Cooked Spaghetti

The title "Cooked Spaghetti" was registered Feb. 23, 1932 by Beech-Nut Packing Company, Canajoharie, N. Y. for use on cooked spaghetti. Application was published Nov. 5, 1931 and given registration number 40388.

Durum Testing Laboratory

In view of the importance of the durum wheat crop in the Western Provinces the National Research Council of Canada is undertaking a survey of the culture and use of durums with the thought of establishing a durum wheat testing laboratory in Winnipeg, Man. Research is being conducted by W. F. Geddes, professor of agricultural chemistry of the University of Manitoba, as to the preferred methods of testing this

grain and its derivatives and the cost of the equipment necessary for such a laboratory. He expects to report his findings to the National Research Council in the early spring.

At present there is no experimental work being done in Canada on durum wheat quality, despite the fact that this class of wheat has become an important crop in Manitoba and southern Saskatchewan. Its drought-resistant qualities and greater freedom from rust infection enable farmers to grow this wheat in sections where the ordinary bread wheats do not fare so well, thus bringing the

growers much greater monetary return despite the usual discount at which such wheats are usually sold.

The agronomic advantages mentioned above have led to a marked increase in the production of durum wheat in Canada since its introduction by the provincial agronomists. According to Professor Geddes Canadian durum is usually of an excellent quality, chiefly because durum is practically the only variety grown. Canadian production has increased from about 5,000,000 bushels in 1925 to a peak of 24,000,000 bushels in 1928.

Macaroni Trade Winds

» « Culled From Early March Items « «

"If ever there existed a more disastrous battle for business most of the older men in the macaroni business fail to call it. Using an adaptation of the famous Tennyson poem entitled "The Charge of the Light Brigade" to emphasize conditions encountered in his recent tour through the central and southern states, Frank Traficanti of Traficanti Brothers, Chicago spurts poetically:

"CUT PRICES to the right of us;
FREE DEALS to the left of us;
SHORT WEIGHTS in front of us;
POOR GOODS behind us;
RUINOUS EFFECTS all round us;
Into the Valley of Despair, the Macaroni Men thunder."

The Quaker Oats company has declared a special One Dollar extra dividend in addition to the usual quarterly dividend of \$1 on its common stock. It reported that its 1931 earnings were better than those of 1930, equaling \$9.23 a share as against only \$7.01 in 1930. Report does not state how much of the extra earnings is credited to the macaroni department of this firm.

While reports state that in some quarters macaroni manufacturers are going to extremes in pushing 3 and 4 lb. packages, greatly reducing the per sale return, the F. W. Woolworth company has announced plans to establish a new line of merchandise to be retailed at 20c. Since its formation 50 years ago this firm with nearly 2000 outlets has confined itself strictly to 5c and 10c merchandise.

The General Electric company on March 4 reduced its dividend from a \$1.60 annual basis to \$1 by declaring only quarterly dividend of 25c.

WAR ON PRICE CUTTING AIDS MANUFACTURERS OF GRAY GOODS. That is the reported result of a quiet campaign recently inaugurated to eliminate ruinous price slashing that threatened the very future of the trade. "These are ideal days for the brave men in business. A modernist says, "The man who's not afraid to face the music will likely lead the band some day."

Business conditions in the United States are reported on the up-grade and many leaders look for continued gradual improvement. On March 4 the bank for international settlements announced from Geneva, Switzerland that the German Reichsbank had deposited \$10,000,000 with the American Federal Reserve bank in payment of 10% of the \$100,000,000 credit granted that country several months ago.

No. 1 Semolina was quoted between \$5.25 and \$5.50 a barrel in bulk, f.o.b. Minneapolis the first of March. No. 3 semolina ranged around \$4.85. Semolina production by the 6 Minnesota durum mills averaged about 43,000 bbls.

Macaroni prices as reported by the New York Journal of Commerce for the first week of March—Domestic, extra quality in 22 lb. boxes from \$1.35 to \$1.45; Italian style, loose, 20 lb. boxes from \$1.20 to \$1.30. As generally reported macaroni salesmen in the field there is no set price on bulk or packages, except with a few firms. It's a buyers market.

Even the cracker business is seriously affected by the depression. The Loose-Wiles Biscuit company reports a large increase in its net income for 1931 as compared with 1930—\$1,988,234 as against \$2,465,597 in 1930.

United States Production and Consumption of Durum Products

Compiled by FELIX T. POPE

	Durum Wheat Ground (bu.)	Semolina Produced	Flour Produced	Semolina Exported	Flour Exported	Available for Consumption	
						Semolina	Flour
Jan.	5,451,715	821,503	341,636	57,873	147,568	763,830	194,068
Dec.	6,594,830	1,062,410	416,073	167,198	231,189	895,212	184,884
Jan.	4,668,282	741,070	318,919	78,919	151,351	662,151	167,352
Dec.	7,373,656	1,136,180	495,741	116,851	200,596	1,019,329	295,145
Jan.	6,841,438	1,050,873	470,684	62,955	162,951	987,918	307,733
Dec.	7,009,579	1,165,192	414,664	94,951	180,004	1,070,241	234,660
Jan.	5,072,626	868,476	259,282	71,331	141,183	797,145	118,099
Dec.	7,809,023	1,280,152	409,613	99,904	104,626	1,180,248	304,980
Jan.	6,804,804	1,037,175	353,972	42,863	143,468	994,312	210,504
Dec.	8,013,583	1,208,321	493,152	66,744	168,310	1,141,085	325,334
Jan.	7,813,704	1,146,438	488,557	49,220	113,710	1,097,218	374,847
Dec.	8,015,616	1,184,796	535,941	33,351	98,133	1,151,445	437,808
Jan.	7,003,156	1,174,109	311,158	37,629	58,614	1,043,428	345,596
Dec.	7,338,125	1,236,508	212,802	40,877	25,901	1,195,631	186,901
Jan.	6,852,220	1,144,134	326,683	43,663	12,824	1,100,471	303,861
Dec.	7,345,990	1,268,124	295,636	11,559	13,576	1,256,625	282,060

NOTE: Amount of Semolina and Flour produced is not absolutely accurate as 2 mills do not report it separately and the entire production is thrown into Semolina produced.

» Noodles, Macaroni, Spaghetti and Vermicelli

By SHIRLEY W. WYNNE, M. D. and Dr. P. H.
Commissioner of Health, New York City, Editor of Food and Health Department
of the New York Daily Mirror

Some time ago in speaking of spaghetti I urged my readers to vary their diet by the inclusion of this excellent dish. Today I want to speak in more detail about macaroni products, which is the collective name given to noodles, vermicelli, spaghetti, macaroni and similar preparations made of flour.

Rich in Calories

Macaroni and similar products belong to a class of carbohydrate foods which constitute the chief source of our fuel supply. Very much like bread in composition, the macaroni products are used as food all over the world as convenient and wholesome sources of heat and energy.

It may perhaps surprise many readers to learn that weight for weight, any one of the macaroni products I have named represents more food value than bread. A pound of white bread may usually be calculated as supplying 1150 calories; a pound of spaghetti, macaroni or noodles supplies over 1600 calories. Egg noodles will supply even more.

Popular in All Lands

Although we usually think of macaroni products as chiefly an Italian article of food, this is by no means the case. The virtue of such foods has made them staple articles of diet in many lands.

Government Aid Offered Industry

A government announcement of sensational proportions sets forth that the United States government stands ready to assist an organized industry to set up "machinery to plot its future development along stable and safe lines."

That is taken to mean nothing short of economic planning on a grand scale. It is taken to mean that kind of coordination that must result in controlled production and stabilized employment. Whether it would cut across the anti-trust and anticombination laws remains to be seen, but it is believed certain that the government is promising to assist in setting up machinery that would, if it were effective, have to do with things upon which the courts have frowned. It is felt that the government through this announcement, is backing itself out of a traditional position and putting itself in harmony, at least, with a growing trend towards stabilization of industry.

The announcement came from the bureau of foreign and domestic com-

merce, in the words of Frederick M. Felker, director of that bureau.

Coloring Prohibited By Food Law

In the United States preparation of noodles, macaroni, spaghetti and vermicelli has grown to be a large industry. Thanks to modern sanitary factory, and to strict supervision under the authority of the Pure Food Law, American macaroni products are thoroughly clean and wholesome. To color the product artificially, in any manner whatsoever, is absolutely prohibited.

If the package is labeled "Egg Noodles" or "Noodles," the product must contain the legal requirements of eggs. Inspectors of the health departments are constantly on the alert to detect violations of the law and to prosecute violators.

Buy Reputable Brands

In purchasing any of the macaroni products it is well to purchase only brands of established excellence and reputation. This is entirely in line with my advice regarding other package goods. The larger producers have too much at stake to fail to comply with the law.

Before purchasing a package of noo-

bles or spaghetti or macaroni, read the label and note also the name of the manufacturer. In general it will be well to give preference to products made in the country, for on the whole, I believe the American food industry is more advanced in sanitary methods than is the important industry elsewhere.

Other Valuable Food Features

There are many different ways of serving macaroni products, and they can readily make up a large part of a meal. In speaking of the food value I pointed out that a pound of any of the various macaroni products supplies over 1600 calories. But this does not tell the whole story, for one pound of these products also furnishes the body with 2 oz. of protein, almost a day's supply.

Naturally I do not advocate living on noodles, macaroni or spaghetti. If you have carefully read all I have written about foods in my daily "Food and Health" column, you will naturally want to include vegetables, fruits and milk in your diet.

BUT, MACARONI PRODUCTS ARE WHOLESOME, HIGHLY NUTRITIOUS, EASILY PREPARED in a variety of ways and may well be used as one of the principal components of a BALANCED DIET.

genuity of the American business man. Economic planning by ukase is not for us.

Translated into plain language it is announced that the United States government will assist in and guide the creation of economic machinery for economic planning, but the machinery must be operated by industry itself.

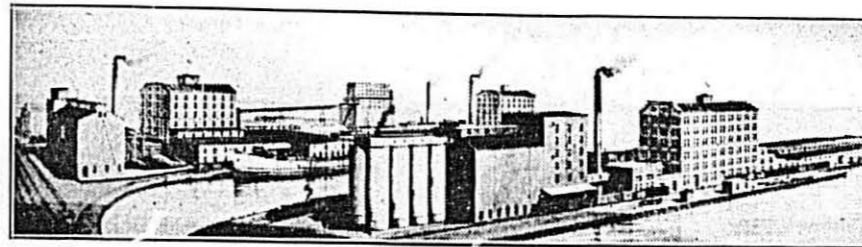
Secrets of Successful Trade Marking

(Continued from Page 14)

of choosing one of the thousands of other words and devices open to his selection. Finally, by way of counsel to stand upon trade marks as the best bet, the experts point out the propensity of the consuming public to associate a trade name with a single product whereas a trade mark covers cosily a full line-growing line, if you please.

It isn't sufficient to talk about safety today—and forget about it tomorrow. Remember you are not talking to a meeting but rather to a never ending parade.

March 15, 1932



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Australian Macaroni Market

The decision of the representatives of the British dominion that circles the globe, to promote interdominion trade as the one best-known means to offset the present business depression may have a serious effect on durum and macaroni exports of the United States because this country has for years been supplying a limited quantity of these products to several countries in the British Empire. At least that is the conclusion of some of the leading macaroni exporters and durum millers who have been giving the action of the dominion council some thought.

Since the conference in London, news releases of an inspired nature told for instance of the development of the macaroni manufacturing industry in Australia and the milling of durum in that country. As early as Feb. 25, 1931 the American consul at Melbourne, in his report to the Bureau of Foreign and Domestic Commerce as published in "Foodstuffs Around the World" said about the Australian macaroni trade:

Possible Market for Macaroni

Though formerly Australia presented a moderately good market for macaroni, with the growth of local manufacture it is becoming a gradually decreasing one.

Importations are chiefly from Italy, though a limited amount of macaroni and vermicelli is imported from the United States.

The manufacture of vermicelli and macaroni

has greatly increased in Australia during the last few years and there are now from 12 to 15 factories producing these products here. Three are in Victoria, producing brands well known throughout Australia ("Crown," "Rinoldi" and "Delmo" brands). No returns are available showing the quantities of macaroni produced in Australia, but it is understood to be sufficient to supply the requirements of the market. However in spite of this moderate quantities continue to be imported.

Local factories are capable of producing all types, qualities and fancy designs of paste.

Investigating a newspaper report that Australia had developed a "red durum wheat" especially suited for milling into a semolina for macaroni making, the United States Department of Agriculture advises that its records do not show, nor does the department have any knowledge of any extensive durum wheat production in Australia. In its opinion the raw materials used in the manufacture of macaroni in that country are in all probability something on the order of that used in making the Chinese products, a combination of ordinary wheat flour and bean flour which makes a very inferior product to the macaroni made in the American and Italian plants.

Though consumption figures are lacking, Australia has always been classed with the countries of low macaroni consumption. However many millions of pounds of American made macaroni have been sold to distributors in that part of the world since the world war and the

possibilities of increasing that trade were and still are considered most promising. Just what effect the interdominion trade promotion activity will have none can estimate. To effectively compete on the world market the Australian manufacturer must first see to it that his raw materials are of the high grades from which good macaroni only can be made and that these are available in quantities and at prices that will enable him to compete with manufacturers in other countries where materials and equipment, experience and training, ability and reputation have reached their highest point of development.

It is hard to tell what or when the world is coming to.

Cellophane Swiss Idea

Cellophane, the transparent wrapping material so generally employed throughout the world today, was originally produced in France. The inventor, J. E. Brandenberger, a Swiss chemist born in 1872, is a doctor at the University of Berne.

The origin of this popular wrapping and protective material came as a result of Brandenberger's experiments in applying cellulose solutions to cotton fabrics to obtain brilliant and shining designs while engaged in the dyeing, printing and dressing of this fabric.

After cellophane's development, company called "La Cellophane" was organized in Paris. In 1923 this concern granted a license to manufacturer to E. I. du Pont de Nemours & Co. of the United States for production and sale of this material in North America.

The Du Pont Cellophane company was then formed and in 1924 went into the manufacture of plain cellophane, originally sold for wrapping all manner of products needing protection against dust, dirt and handling. Candy boxes and cosmetics were among the first to appear in this transparent material. A few years later Du Pont chemists perfected and patented a film with moisture proof qualities that the other material did not possess. This improved product became available in 1927 and now used widely as a sanitary protection on a host of products requiring moisture protection.

The finest grade evergreen spruce wood pulp or cotton linters are treated in a caustic solution and carbon bisulphide is added to disintegrate the fibers completely. The result of these and other chemical operations is a viscous amber colored liquid which is forced mechanically through a narrow slit into a chemical bath, instantly solidifying it into a thin film. The cellophane film then passes through purification and bleaching operations and dried, resulting in a film of complete transparency, which displays while protects.

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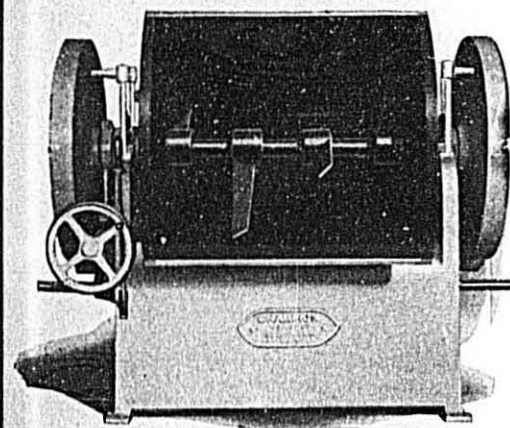
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The Champion Special Dough Mixer, shown here, is designed to meet the exacting requirements of mixing doughs for macaroni, noodles and similar products.

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

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

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

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Notes of the Macaroni Industry

Object to Noodle Factory

Property owners in Homewood, an east side suburb of Pittsburgh, Pa. protested that the Roth Noodle company was operating in that section contrary to the zoning ordinance of the city and that the noise made by the machinery in operation disturbed nearby residents. The committee on public works which held a hearing on the complaint indicated that it would approve the condition of the noodle factory by changing the ordinance to classify the property in that section as suitable for light industrial operations. Nathan Roth, head of the Roth Noodle company fought what seems to be a successful fight against the protestants.

Anthony Company in New Plant

The Anthony Macaroni company of Los Angeles, Cal. has announced its removal to a thoroughly modernized plant at 818-826 N. Spring st., Los Angeles. This property was previously used as a macaroni factory by the Los Angeles-Pacific Macaroni company, which erected a new plant sometime ago. According to Anthony Bizzari, president and general manager of the plant, the 3 story building has been largely reconstructed in keeping with his ideas of plant arrangement and new equipment has been added to make it one of the most modern plants in the west.

Brooklyn Plant Incorporated

Application for incorporation of the West End Macaroni Mfg. Co. at 2278 86th st., Brooklyn was made the last week in February by Sebastiano Monella and Vincenzo Canalla. In the application no additional facts are given.

President Zerega Returns

President Frank L. Zerega of the National Macaroni Manufacturers associa-

tion and Mrs. Zerega have returned from 3-months tour through western Europe. Though a number of countries were visited most of the time was spent in France, principally along the Riviera.

Mr. Zerega reports he enjoyed the trip, that he is in good health and will immediately tackle the problems of the national organization, giving special attention to the reorganization plans underway and to the program of the 1932 convention to be held at Niagara Falls, June 14, 15 and 16.

Japan May Feed Troops Macaroni

Macaroni may be considered as a substitute for rice on the war diet of the Japanese soldiers, says the *Minneapolis Tribune*.

At any event the American consul at Tokio has written the local office of the bureau of foreign and domestic commerce for a Japanese firm for quotations on semolina flour on the basis of 100 tons a month.

Minneapolis is the chief producing center for this flour in the United States, it being made from hard durum wheat and used for macaroni and similar products. Exports previously have been to southern Europe.

One hundred tons of the flour would make only 2 carloads so few soldiers would get a macaroni ration.

Printers Enjoy Macaroni Feast

"All the delicious spaghetti, real Italian style, hot and tastily seasoned that you can eat will be served by the beautiful girls employed in the San Diego Macaroni company plant," was the pleasing announcement made by President E. De Rocco, in connection with the annual dinner sponsored by the Associated Manufacturers of that city on Feb. 5, 1932. As the result of this announcement the auditorium and the banquet rooms of the Chamber of Commerce

were filled to overflowing by prominent San Diegoans.

Macaroni Holes

The life of a newspaper columnist is hardly an enviable one though the author does succeed in getting into the public eye more or less. A good columnist aims to be both witty and informative in his daily splurge, and seldom overlooks an opportunity to discuss any subject that be of any public interest.

Newton Newkirk sponsors a column in the Boston Post and last month had occasion to refer to length to the reputed, but disputed, decrease in macaroni consumption in the United States. Reference is made to his article on Feb. 11, 1932, entitled "Eat More Macaroni." Atop the article is the saying of the Sphinx, "There are instances in life when victory is won only by unconditional surrender." We surrender our rights to question some of the statements con-

tained in the article because of his very appropriate suggestion that Americans should become more "Macaroni Conscious" and consume this food in greater quantities. That suggestion overcomes any objections that macaroni manufacturers might have to his witty reference to "macaroni holes." The article, in part, reads:

Eat More Macaroni

Along with the decrease in many other commodities it will probably not surprise the lay reader to learn that the per capita consumption of that delectable and nutritious edible—macaroni—has decreased in this country within the past year.

This slump in macaroni consumption (and consequent decrease in macaroni production) has engulfed me in deep despair.

"But why," you ask me, "should you care a whoop, Mr. Newkirk, whether the people of the U. S. eat macaroni or not?" I will endeavor to answer that question:

Among the various big business enterprises

with which I am identified, I have the honor to be president and general manager of the Consolidated Post Hole Co. of America, which is engaged in the manufacture of post holes of every description.

By taking advantage of this opportunity for publicity, I might add that the post holes we turn out are the last word when it comes to perfect post holes.

Our post holes are in common use from Portland, Me. to the Golden Slope and the unsolicited testimonials we have received from satisfied customers would fill a large volume. Our product is fully guaranteed not to crack, buckle or bend in any climate and the sterling qualities make them practically imperishable.

"But what has post holes to do with the slump in macaroni consumption?" you persist. Patience, patience—I am coming to that:

While post holes constitute the chief output of our post hole factory, we also manufacture other holes of various kinds, such as doughnut holes, buttonholes, icchholes for fishing, needle holes, etc., too numerous to mention. In addition to these products, it may surprise you to learn that we have been

March 15, 1932

90% of all the holes for the macaroni manufactured in the U. S.!

It now begins to dawn on you just what a disastrous decrease in macaroni consumption means to us, does it not? Less macaroni means lower macaroni holes required. That is why we have been hit so hard.

You, kind reader, can do your bit to relieve this desperate situation. Eat more macaroni! Become macaroni conscious! Reach for macaroni instead of spinach! We shall get in touch with the macaroni manufacturers of this country in an effort to persuade them to inaugurate an "Eat-More-Macaroni-Week."

Endurance is one test of the value of a service. If it persists and thrives it must have value for those who use

Macaroni Company Earning Improved

Profits of the Catelli Macaroni Products Corp. of Montreal, Canada in the fiscal year ended Nov. 30, 1931, totaled \$154,130 compared with \$88,079 in the previous year, reports the Financial Post of Toronto on Feb. 6, 1932. After providing \$96,243 for depreciation, the previous deficit of \$70,655 in surplus account was reduced to a deficit of \$12,077. No dividends were paid in the last year against a disbursement of \$90,000 in the previous period.

During the year there were retired \$4,250 shares of class "A" stock leaving outstanding \$1,672,500. The discount on this retirement, amounting to \$75,650 has been applied to adjustment of goodwill account to the extent of \$55,551 representing the difference between the purchase price of the former Puccini plant now dismantled, and the depreciated value of machines and other equipment transferred to other units now in operation.

An improvement in working capital shown in the balance sheet. Current assets have increased by \$54,000 to \$405,156 and current liabilities are down \$31,000 at \$26,517, indicating net working capital of \$378,639 compared with \$294,150 at the end of the previous year.

Changes in assets include cash up \$25,000 at \$33,538, receivables up from \$136,666 to \$143,377 and inventories up \$32,000 at \$218,003. Accounts payable are sharply off at \$9,933 against \$55,900 shown in the preceding report.

THE MACARONI JOURNAL

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vermicelli and egg noodles as equaling 302,534 lbs. for which importers paid \$22,966. In December 1930 the imports were slightly greater in quantity and in value, the figures being 303,427 lbs. worth \$26,861.

Exports Also Lower

The general business depression has likewise seriously affected exportation of domestic macaroni products, a business that has greatly developed since the world war. From the high point of 10,740,479 lbs. of American made macaroni worth \$925,044 exported in 1929, this trade has dwindled to a new low of 4,613,284 lbs. in 1931, bringing exporters only \$341,098.

The decrease began shortly after the stock crash of 1929 but was most pronounced last year, which showed a decrease of 50% from that of the business done in this food in 1930.

In December 1931 the exportation of macaroni, spaghetti and noodles totaled 254,186 lbs. worth \$17,810 as compared with 532,546 lbs. worth \$40,397, the December 1930 exports.

Below is given a table of the December macaroni exports by countries:

Countries	Pounds	Dollars
Irish Free State	5,400	372
Netherlands	15,300	1,021
United Kingdom	17,500	1,319
Yugoslavia & Albania	1,100	44
Canada	40,397	3,808
British Honduras	1,771	136
Costa Rica	1,047	88
Guatemala	876	60
Honduras	4,794	256

Nicaragua	2,326	140
Panama	61,018	3,057
Salvador	225	15
Mexico	4,499	448
Newfoundland & Labrador	1,137	78
Bermudas	225	25
Jamaica	650	50
Other Br. W. Indies	485	57
Cuba	21,266	1,146
Dominican Republic	26,476	1,670
Netherland W. Indies	636	59
Haiti, Republic of	2,615	112
Virgin Is. of U. S.	660	52
Venezuela	250	33
British India	52	10
Ceylon	114	12
China	8,362	453
Java & Madura	2,740	291
Hong Kong	959	106
Japan	19,130	1,446
Philippine Island	6,841	872
British Oceania	24	3
French Oceania	160	13
Union of S. Africa	5,121	558
Hawaii	86,392	7,249
Porto Rico	60,991	4,170
	301,569	\$29,229

The safe side of an argument with the wife is the outside.

Change of Address

I. Klein, branch manager for the Duluth-Superior Milling Co. at Pittsburgh, Pa. sends in a notice that beginning March 16 the office address will be No. 1609 Investment building. The address formerly was Plaza building.

The hatchet which France buried is in danger of growing up to be a battle ax.

John J. Cavagnaro

Engineers and Machinists

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

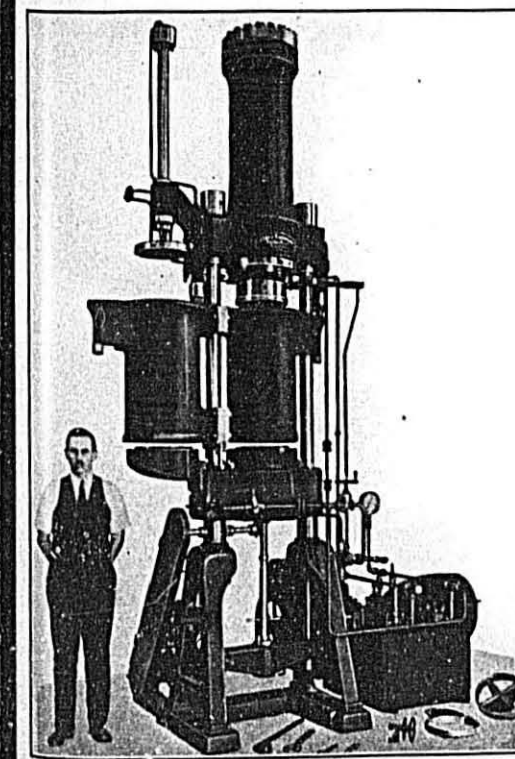
Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop

255-57 Center St.
New York City



PRESS No. 222 (Special)

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio in 1901

Trade Mark Registered U. S. Patent Office
 Founded in 1901
 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

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

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

Vol. XIII March 15, 1932 No. 11

Wages and Cost of Living

American skilled and semiskilled railway employes, according to an editorial in the *Railway Age*, enjoyed in 1930 a purchasing power which ranged from 78% to 208% in excess of the purchasing power of corresponding classes of railway employes in Germany in that year, and which likewise ranged from 11% to 67% in excess of the purchasing power of similar classes of rail employes in Great Britain.

These figures of the *Railway Age* are based upon a study of the cost of living in the United States and in various European countries recently completed by the International Labor Office at Geneva. With the findings of the International Labor Office have been combined official figures of railway wage payments in Germany and Great Britain which, it is stated, "have been published in a manner to make possible some measuring of real wages of railroad workers in those countries as compared with those in the United States."

The average skilled railway shop worker in Germany received in 1930 an hourly wage equivalent in our currency to 24.04c. The corresponding class of employes on the American railways received 33.20c an hour.

Japanese Want American Macaroni

The power and value of advertising is emphasized by the communication quoted below. It was written by a magazine reader who noted the advertisement of the National Macaroni Manufacturers association in 1931 recommending more frequent serving of macaroni products

for reasons known to all manufacturers and to millions of consumers. American manufacturers and exporters would do well to investigate the possibilities of the Java market mentioned by the author.

WHY CAN'T I GET AMERICAN MACARONI?

Pengalengan (near Bandoeng) Java, Dutch East Indies.
 National Macaroni Manufacturers Association, Braidwood, Ill.

Many times I have noticed your Spaghetti, Noodle and Macaroni Recipes in your advertisements, and will ask you kindly if you would send me your Recipe Book.

I have a friend in the United States of America and I am going to ask her to buy your products for me as soon as I order groceries from there by her kind help. Then I will try your recipes, which must be very nice and good. In which stores in San Diego, Los Angeles or San Francisco do they sell your products?

Why don't you sell them here? There is a big American firm that imports American goods. You should get in touch with them and then we could get your products from them without the necessity of ordering from the U. S.

Hoping to hear from you and to receive your Jean Rich and Thrift Recipe Books (please pack them properly to insure safe delivery), I thank you for your trouble.

Madame E. Bethhold nee de Rande.
 Name of importers will be supplied to firms desiring it.—Editor.

Erwin John Retires

Early last month Erwin John, president of the Milwaukee Macaroni company, Milwaukee, Wis., resigned his position, sold his interest in the firm and entirely severed his connections with the



Erwin John

macaroni manufacturing business in which for 8 years he has been an important cog. During that period he not only directed developments in the plant but ably represented his company in the councils of the industry as an aggressive, loyal member of the National Macaroni Manufacturers association and a firm believer in the prospects of the industry.

In his 8 years of service with and for the trade he made many warm and lasting friends among his competitors, who admired his frankness in summing up conditions and his determination to help eradicate the many evils with which the industry, in his opinion, was and is beset. "The 8 years, instructive and interest-

ing, which I have spent in the macaroni business," said Mr. John on retiring "have been made all the more memorable and brighter, because of the splendid friends I made in that period among competitors all over the country. Together we have fought bad business conditions, poor quality, short weights, artificial coloring and the worst price cutting situation imaginable. If we have made any headway, it is marvelous in the face of disorganization, suspicion and the general contempt for proper business ethics that exists in a portion of our industry. I will always cherish the friendships made in this trade with such great future prospects, and wish each and all an even greater and more successful business career."

Mr. John has made no immediate business plans. He has earned a vacation both as a business man and a war veteran. He has several business propositions under advisement but whatever business course he may decide upon, his friends in the macaroni industry feel certain it will receive his undivided attention and honest effort. His friends wish him success in whatever line he may choose to cast his ability and training.

Character is what you are. Reputation is what people think you are.

Macaroni for Lent

For those who are struggling with menus for the Lenten period Miss Ine Hobart, food specialist of the home demonstration staff, extension division, University Farm, St. Paul, suggests one-dish meals as an interesting change and as means of shortening the time for the preparation of meals. Among such meals Miss Hobart suggests "Macaroni Ring" with carrots, celery, rolls, ginger bread with whipped cream, coffee and milk.

Following are the recipe and directions for macaroni ring with carrots and celery:

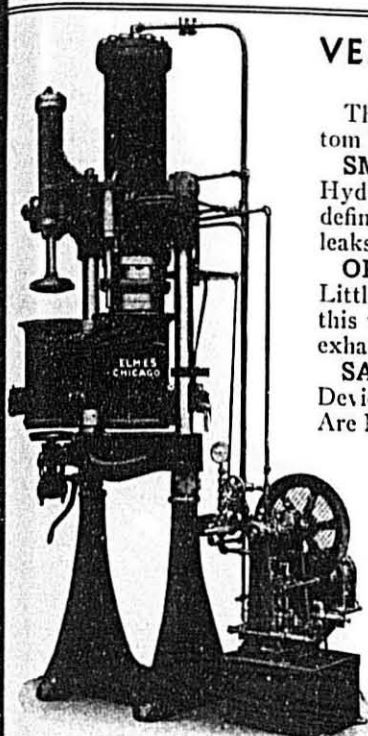
- 3/4 c. macaroni
- 1 c. milk
- 1 c. bread crumbs
- 1 c. grated cheese
- 1 ts. onion juice
- 1 tbs. parsley
- 1 tbs. green pepper or pimento
- 3 eggs
- 1 ts. salt

Cook macaroni until tender. Drain. Scald milk and add all other ingredients. Turn mixture into ring mold and steam or set in pan of water and bake 30 to 40 minutes. When ready to serve fill center of ring with creamed carrots and celery. (Use the outside stalk and tops of celery as they will add to the flavor.)

WANT ADVERTISEMENTS

WANTED—A Macaroni Manufacturer thoroughly experienced in manufacturing and drying; a man willing to invest \$5,000 in this concern capitalizing at \$30,000. Address Hartig Noodle Co., Decatur, Ind.

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



VERTICAL HYDRAULIC MACARONI PRESSES

Operated by Direct Connected High and Low-pressure Pump
 These presses are built for long life and heavy production. The Bottom Head, Hydraulic and Dough Cylinders are of Annealed Cast Steel. **SMOOTH BORE BRONZE CYLINDER LININGS** in the Main Hydraulic and Packing Cylinders, prolong the life of the packings indefinitely and several years usually elapse without any annoyance from leaks.

OPERATING VALVE. This valve is Balanced to Operate with Little Effort Under Full Pressure. Quick return is accomplished with this valve Without an Exhaust Valve and the Extra Piping for the exhaust.

SAFETY AND EASE OF OPERATION. An Improved Safety Device Prevents Operation of the press When The Dough Cylinders Are Not In Position.

SPEED AND POWER. The Pump is a vertical High and Low-pressure type, Controlled by an Improved By-pass Valve, which cuts out the low-pressure as predetermined and obtains Maximum Speed with Minimum Horse Power.

HEATING THE DOUGH. The most recent and popular practice, is to Heat the Dough Cylinders Electrically. Provision is made for Steam or Hot Water Heating when preferred.

NO WASTE LOADING AND SWINGING DOUGH CYLINDERS. The bottom of the Dough Cylinder is quickly sealed for loading, and the dough is prevented from sagging below the cylinder when swinging.

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

THE CAPITAL TRIO



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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS
CAPITAL FLOUR MILLS

Offices
 Corn Exchange Building
 MINNEAPOLIS, MINN.

INCORPORATED

Mills
 ST. PAUL, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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.
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HENRY D. ROSSI (32)	Braidwood, Ill.			M. J. DUNNA, Sec'y-Treas.

» **1931 Census of Manufactures** «

A Timely, Important Message From The Secretary

My message—which is being given on behalf of the National Macaroni Manufacturers Association—concerns the 1931 Census of Manufactures, now under way throughout the country. I have been asked to urge all macaroni and noodle manufacturers to cooperate with the Bureau of the Census by filling out the questionnaires and returning them to Washington promptly.

The Census of Manufactures data are gathered and the statistics compiled primarily for showing the absolute and the relative importance, the growth or decline and the geographical distribution of the manufacturing industries, and the industrial importance of various cities and states during successive periods. The statistics also throw light on matters of general economic importance, such as concentration of manufacturing in certain localities.

Prior to 1899 the Census of Manufactures was taken at 10-year intervals. During the first 2 decades of this century it was taken at 5-year intervals. As a result of the general realization of the importance and value of the census statistics, a law was enacted which provided for taking this census biennially since 1920.

The census inquiries concern name and situation of the plant, commodities produced, time in operation, hours of labor, wage earners employed (by months), wages, cost of materials, value of products, etc.

The reports of the Census of Manufactures constitute one of the chief sources from which various trade publications and organizations derive their statistical information. The practical value of any statistics of current conditions, whether industrial or other, is obviously dependent to a large extent on the timeliness with which they are issued. Unless they are made available before any considerable changes have occurred in the field covered, their value becomes chiefly historical.

The census covers approximately 200,000 manufacturing establishments, including the 350 to 400 macaroni and noodle plants, in the United States. They are grouped in more than 300 industries, each establishment being assigned to one industry or another on the basis of the character of

its products of chief value. The total number of kinds of classes of products for which the bureau compiles statistics of values, and in many cases quantities also, is approximately 4000.

When the Bureau of the Census has done its preliminary work and sent out its schedules on time, it has discharged its duty so far as making a prompt beginning is concerned. It remains for the manufacturers of the country to fill out the schedules fully and accurately and to return them with minimum of delay. The promptness with which the statistics can be compiled and published depends to a great extent on the completeness and accuracy of the returns made by the manufacturers, and on the promptness with which they are prepared and sent to the bureau.

As it is the object of the bureau to publish complete statistics, it is necessary that every return for our industry be on file before the final totalization can be made. The laying aside of a census schedule to be filled out at some more convenient time may not seem a matter of great importance to any macaroni or noodle manufacturer, but it is obvious that if even one important return belonging to an industry is not received promptly the publication of the statistics for that industry will be delayed and their practical value decreased in proportion.

Therefore National Association urges all macaroni manufacturers to return reports promptly. It is to their advantage. Under the law they are compelled to give the information sought; so after all, it better be done "sooner" than "later."

In connection, the Bureau of the Census is making an effort to complete the canvass by mail. If that can be done considerable money will be saved on the census, because it would obviate the necessity of sending special agents to call on the manufacturers for the information which the manufacturers could and should furnish by mail.

So again, on behalf of the National Macaroni Manufacturers Association, I urge all macaroni and noodle manufacturers to fill out their questionnaires and return them promptly.

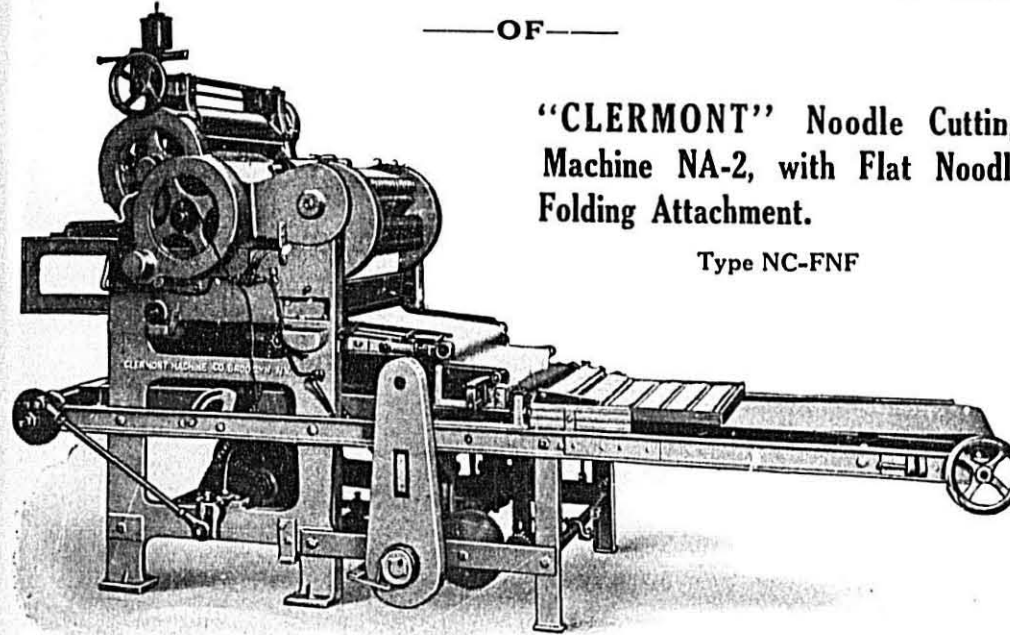
M. J. Donna, Secretary.

THE LATEST TYPE

—OF—

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

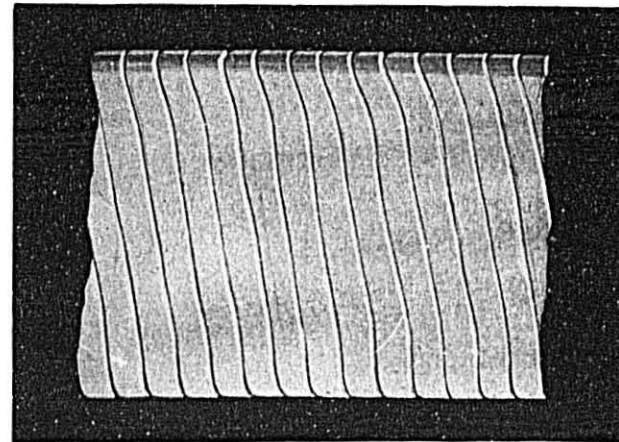
Type NC-FNF



THE MACHINE WHICH PAYS DIVIDENDS

No skilled operator required

No hands touch the product



Suitable for Bulk Trade

Suitable for Package Trade

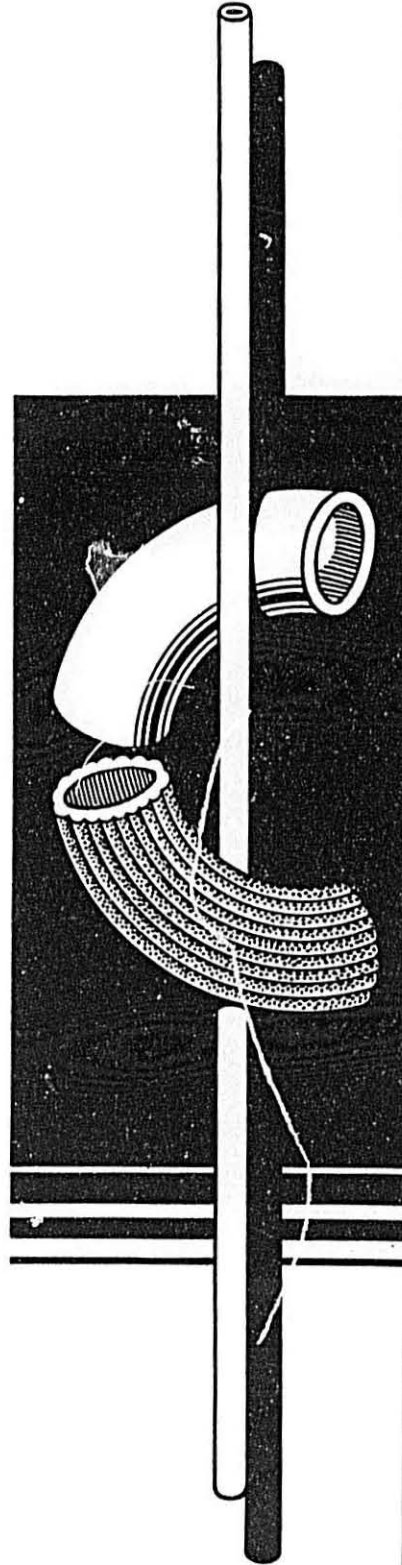
The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers	Triplex Calibrating Dough Breakers
Noodle Cutting Machines	Fancy Stamping for Bologna Style
Mostaccioli Cutters	Square Noodle Flake Machines
Egg-Barley Machines	Combination Outfits for Smaller Noodle Manufacturers

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

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



Sometimes
a penny saved
is a penny wasted

UNDoubtedly we could make good semolina if we bought good durum instead of the *finest* durum. Perhaps we could save a few cents here and there in the milling and testing. But we believe in the long run this money would be wasted. For the only way macaroni manufacturers can produce permanent increases in macaroni consumption is to back up their advertising with the highest quality they are able to produce. The only way they can produce this quality is through the use of the finest semolina.

Pillsbury believes that a few extra cents put into the cost of semolina will bring back rich returns in increased public consumption of macaroni products. Therefore Pillsbury's Semolina and Durum Fancy Patent is just as good as the finest durum and the most careful milling can make it. It is doing its part every day in building business and cutting production costs for macaroni manufacturers.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

Pillsbury's
Semolina