

**THE
MACARONI
JOURNAL**

**Volume XIV
Number 1**

May 15, 1932

The
Macaroni Journal



Minneapolis, Minn.

May 15, 1932

Vol. XIV No. 1

CONVENTION HEADQUARTERS



General Brock Hotel, Niagara Falls

In this modern hotel at scenic Niagara Falls will convene the leading Macaroni and Noodle Manufacturers of the country and their friendly allies for their annual conference on present and future problems of the Industry and the National Macaroni Manufacturers Association.

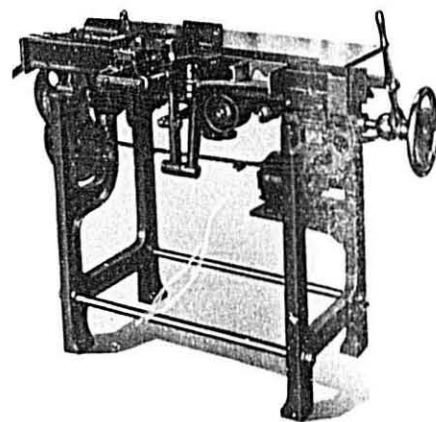
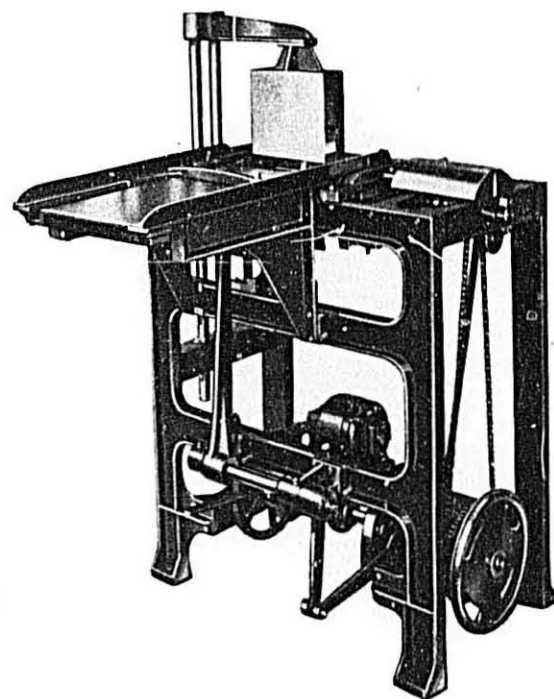
Dates--June 14-16, 1932

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

Amazing Profits with Peters Junior Machines

The Peters Junior Machines make possible remarkable savings in packaging operations. Initial investment is repaid in 3 to 4 months by savings effected.

At the right is shown the Peters Junior Forming and Lining Machine which forms and lines various sized cartons 35 to 40 cartons per minute with one operator. It is quickly changed from one size carton to another. It takes very little space and is extremely low-priced.



At the left is shown the new Peters Junior Folding and Closing Machine which folds and closes the cartons after they have been filled. This machine will handle the output of the Junior Forming and Lining Machine and will save the labor of four girls working by hand. It takes very little space and requires a very small investment.



Peters Machinery Co.

GENERAL OFFICE AND FACTORY

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



May 15, 1932

THE MACARONI JOURNAL

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Tentative Program

**Twenty-ninth Annual Convention
National Macaroni Manufacturers Association**

at the

**General Brock Hotel, Niagara Falls
June 14, 15, 16, 1932**

Theme---Eliminate Waste and Modify Uneconomic Trade Practices

TUESDAY, JUNE 14, 1932

- 8:00 a. m. Directors' Breakfast.
- 9:00 a. m. Registration.
- 10:00 a. m. Opening Ceremonies.
Call to Order by President Frank L. Zerega.
President's Annual Message—Frank L. Zerega.
Secretary-Treasurer's Report—M. J. Donna.
Washington Representative's Report—B. R. Jacobs.
Standing Committee Reports—By Chairmen.
Appointment of Convention Committees.
- 11:00 a. m. Address—"Putting Macaroni Teeth in Federal Food Laws."
By Hon. Henrik Shipstead, U. S. Senator from Minnesota.
Discussion.
- 12:00 noon Address—"A Diagnosis of Macaroni's Ills," by Director John Ravarino of St. Louis.
Discussion.
- 12:30 p. m. Luncheon Recess.

Afternoon

- 2:00 p. m. Call to Order by Frank L. Zerega, President.
Reports of Committees.
- 2:30 p. m. Container Simplification Conference.
A study of the industry's box and container problems by box makers and macaroni manufacturers with the thought of eliminating all unnecessary and impractical box sizes.
Leader of Discussion—Hon. W. E. Braithwaite of the Division of Simplified Practice, U. S. Bureau of Standards.
Discussion.
- 4:30 p. m. Adjournment.

Evening

- 7:00 p. m. Annual Dinner—Dance.
Toastmaster—G. G. Hoskins, Vice President.
Speakers, Entertainers and Music.
Dancing till midnight.

WEDNESDAY, JUNE 15, 1932

- 8:00 a. m. Cost Club Breakfast—Presiding, G. G. Hoskins, Chairman.
- 9:00 a. m. Call to Order—President Frank L. Zerega presiding.
Reports of Convention Committees.
- 9:30 a. m. Address: "An Educational Plan to Modify Prevailing Uneconomic Trade Practices," by Hon. W. F. L. Tuttle, President of Tuttle Publications.
Address: "The Folly of Losing Just Profits," by Hon. Paul S. Willis, President of Associated Grocery Manufacturers Association.
Address: "Price-cutting and Its Effects in Other Industries," by Hon. L. M. Barton of "Major Markets, Inc."
Discussion of the Tuttle Plan.
- 12:30 p. m. Luncheon Recess.

Afternoon

- 2:00 p. m. Call to Order. President Frank L. Zerega, Presiding.
Reports of Convention and Special Committees.
Election of Directors.
Selection of 1933 Convention Date and Place.
General Discussion of Industry's and Association's Affairs.
Adjournment.
- 5:00 p. m. First Meeting of 1932-1933 Board of Directors.

Evening

- 8:00 p. m. Viewing the Illuminated Falls.

THURSDAY, JUNE 16, 1932

- No Business Session Scheduled.
Sightseeing at will.



Utterly Dependable

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

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

Two Star Semolina is double checked for uniformity.

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

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

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

★★ TWO STAR SEMOLINA

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

THE MACARONI JOURNAL

Volume XIV

MAY 15, 1932

Number 1

Curb That Volume Craze

Before the macaroni manufacturing industry in the United States can once more regain normalcy, even when relieved of depression's pressure, the manufacturers will have to bring about some common sense, self-determined abatement of the volume evil that has raised our macaroni production possibilities greatly in excess of the market's needs and the consumer's demand.

During the war and postwar years when it was considered a very patriotic thing to do, the macaroni manufacturing business in this country expanded very rapidly until it was soon able to fully care for our macaroni needs. That might be termed a natural expansion of an essential business. Our supply of macaroni from Italy and France has been cut off by blockades and by the natural diversion of interests from foreign trade to fighting in the war-ridden countries. Small plants became large ones very rapidly and new ones were erected. Raw materials may have been scarce and of a poor grade, but prices were good, profits were reasonable and everybody was happy.

Is it any wonder that new capital was attracted to this industry during the hilarious inflation days that followed, when everybody had money and sought ways and means to employ it profitably? It was not long before the output of the American plants greatly exceeded our domestic needs, but as the whole world was prospering the surplus was sold in export and soon the United States became one of the world's greatest exporters of that product. From a heavy importing country to a really important exporting nation in less than two decades was too fast a step as became quite evident when the stock crash of 1929 tumbled down all markets everywhere.

Old Man Depression came very unexpectedly; he found the macaroni industry on an expansion spree from which it has not yet fully recovered. For a time the trade was bewildered, but it continued to run its presses overtime, glutting all markets beyond all reasonable point of profitable absorption. It continued to be engrossed in the delightful game of plant enlargement, production quickening, package perfecting and the enlargement of its distribution facilities. Little or no

thought was given the consumer and the possibility that ere long the natural saturation point would be passed.

Soon there came a drastic cut in the demands of foreign countries for American macaroni, the people there having been equally affected by the world wide depression, and from local distributors came cancellations of orders that brought the manufacturers to their senses, but too late to save themselves by immediate retrenchment. Many made the further mistake of believing that in poor times people wanted cheap goods, and foolishly resorted to lowering the quality of their products and slashing of prices. That only made matters worse.

By this time every one in the macaroni industry in this country has realized that there is volume sufficient, more than sufficient, for our every need and that our profits have been reduced below the point of reason and necessity. The cure for the condition that is part normal and more artificial lies in an immediate curtailment of the volume craze, confining production to high grade, quality goods and their profitable distribution to a trade that should by every known means be taught to consume more and more of this fine, body building, economical and satisfying food.

Macaroni manufacturers might well consider themselves very fortunate in being engaged in the production of foods because the food industry, unlike most others, has not suffered such a severe decline in tonnage consumption. People are still eating but are buying more economically, insisting on good quality. Therefore it is quite obvious that if this industry is to prosper and progress it will have to find ways and means of creating more reasonable profits, and not in obtaining added volume.

The remedy for our present affliction, therefore, seems to lie in curbing our expansion mania, in demanding a reasonable price for the industry's sake and as a means of contributing directly to the general welfare of distributors and the nation, and finally the production of high grade products that one is proud to sell over his brand name. These will be the things that the progressive leaders of the industry will have in mind when they meet at Niagara Falls on June 14, 15 and 16, 1932 in what is not only the most timely conference but the most important one ever held by the trade.

Convention Theme

Elimination of Waste and Improvement of Trade Practices

A convention is primarily an occasion for the consideration of timely business matters; secondarily for the promotion of business friendliness from which unmeasured benefits accrue.

The officers in charge of the program for the Twenty-ninth Annual convention of the National Macaroni Manufacturers Association at Niagara Falls starting June 14, 1932, had these views in mind while making the convention schedule. Business will come first; entertainment will be incidental.

As tentatively arranged the 1932 convention program is one worthy of the attention of all the manufacturers and allies who are concerned in the future welfare of the industry and immediate present-day improvement of business and conditions. Two whole days will be scheduled for business only, and the last day left for visitors to seek their own pleasures. In that way nothing will interfere with the business at hand.

There will be 4 special features—timely business matters for the serious consideration of the industry.

1. An Educational Plan to modify the uneconomic conditions prevailing in the macaroni industry. W. F. L. Tuttle, well known editor in the grocery publishing field and one who is thoroughly conversant with food distribution and selling will have charge of this section and will be assisted by Paul S. Willis, president of Associated Grocery Manufacturers association who will discuss "price cutting" and by Mr. Barton of Major Markets, Inc., who will treat the effects of this practice as seen in other industries.

For this feature the entire morning session of the second day (June 15) has been reserved. It treats with a matter in which every macaroni manufacturer is

vitaly concerned from the viewpoint of dollars and cents.

2. Putting "macaroni teeth" in the Federal Food Laws,—discussing the aims and purposes of the amendment being sponsored by the macaroni men to require labeling of all substandard products. Senator Henrik Shipstead of Minnesota who introduced the measure in the Senate in March will have charge of the session.

The discussion of the Macaroni Amendment to the Pure Food Bill will



W. F. L. Tuttle, head of the Tuttle Publications, trade magazines that cover all angles of the grocery industry, who will have charge of a special session of the Macaroni Men's convention at Niagara Falls, treating a practical educational plan that aims to modify the uneconomic trade practices that are doing much harm to the macaroni trade.

feature the morning session of the opening days of the convention, June 14.

3. Elimination of Unnecessary and Impractical Sizes in Bulk Containers, a conference of container manufacturers and users. W. E. Braithwaite of the Division of Simplified Practice, United States Bureau of Standards will have charge of that part of the program, an attempt to aid in eliminating waste in cost of containers, cost of handling and shipping, and otherwise reducing expense, handling, etc.

This features a conference of all who are interested in containers and will bring many box manufacturers to the meeting the afternoon of the second day (June 15). Present Business Conditions warrant a serious study of this problem and manufacturers are urged to be prompt in supplying the government officials with facts to be sought in the survey prior to the convention.

4. The Macaroni Trade as seen by Macaroni Men's Eyes. Association

Director John Ravarino of St. Louis will have charge of this part of the program. He is fully conversant with every phase of the trade, knows the worries of the package man and the problems of the bulk manufacturer. He promises to handle this "hot stuff" fearlessly and courageously.

This features the morning session of the first day (June 14) and it alone should make it worth while for manufacturers of all classes to attend the 1932 convention.

During the round table conference at breakfast the morning of June 15 a serious attempt will be made to organize a Macaroni Cost Club. More and more macaroni men are becoming convinced of the need of studying manufacturing and distribution costs and the dissemination of information in a legitimate way to all who contribute to the study and the compilation. G. G. Hoskins, vice president of the National association will preside over this session, open to all who are interested in macaroni costs.

The annual banquet and entertainment,—the pleasure high point of the 1932 convention will be held in the beautiful ballroom of the General Brock hotel on Tuesday evening. There will be the usual pleasing menu, fine entertainment, humorous talks and dancing.

Under prevailing conditions convention attendance is being more and more considered in the light of business necessity and for that reason not only the regulars but many who heretofore attended only occasionally will be guests of the National Macaroni Manufacturers association when the convention opens at Niagara Falls the morning of June 14, 1932. Manufacturers and allies should not overlook the fact that everyone interested is welcome to attend.



John Ravarino



Paul S. Willis

Simplification of Containers for Bulk Macaroni

By W. E. Braithwaite

For a number of years the Department of Commerce has cooperated with various industries to effect economies through elimination of unnecessary variety of sizes, shapes, types, etc. of stock items.

Briefly described the method used is as follows: First, the particular industry faced with a problem of overdiversity appoints a representative committee to conduct a survey for the purpose of collecting the necessary production and sales data. Second, the committee drafts a simplified practice recommendation, based on the results of the survey. Third, when requested to do so the Department of Commerce, through its Division of Simplified Practice, calls a general conference of manufacturers, distributors and users to adopt or modify the committee's proposal. It is to be noted that at the specific request of the industries concerned, the Division of Simplified Practice has cooperated in obtaining the necessary support for over 130 Simplified Practice Recommendations covering a wide range of products.

Since most manufactured products require some form of package or container, the best method of packing and the best type of package for a particular product is one of the fundamentals of economical and efficient distribution and merchandising.

Coincident with the movement for re-

duced distribution costs through simplified packing there has been developed a widespread and systematic effort to simplify package design and reduce the number of container sizes, etc.



W. E. Braithwaite, representative of the Division of Simplified Practice, U. S. Department of Commerce at the Macaroni Industry's general conference on simplification of sizes of containers for bulk macaroni, Tuesday, June 14, 1932 the opening day of the Macaroni Men's Convention at Niagara Falls.

A great many industries have sought the cooperation of the Division of Simplified Practice in working out their

packaging problems. The immediate object is to eliminate odd or unnecessary sizes and to concentrate production and packing requirements upon dimensions, capacities or units of measure that will cover all needs without clogging the machinery of distribution and slowing down the rate of turnover.

The executive committee of the National Macaroni Manufacturers association has approved the idea of a general conference to establish a simplified list of dimensions for both the wooden and paperboard boxes for bulk goods.

The Division of Simplified Practice of the Bureau of Standards, U. S. Department of Commerce has been asked to cooperate in making arrangements for a general conference for the purpose of drafting a Simplified Practice Recommendation for boxes used in packing bulk products. This conference is scheduled for the afternoon of June 14 in conjunction with the convention of the National Macaroni Manufacturers association at Niagara Falls.

The Department of Commerce is pleased to be of service and it is hoped the macaroni manufacturers will cooperate in furnishing necessary data and in offering suggestions for the information of the committee in preparing a tentative recommendation for consideration at the conference on June 14.

Convention Entertainment

Niagara Falls has rightfully been named one of the world's scenic wonders. There is much to be seen in and around this wondrous cataract, but as most of the macaroni and noodle manufacturers who attend conventions of the industry have frequently seen the falls from every angle, those in charge of the convention entertainment wisely chose to give visitors a free hand in the matter of sightseeing. Therefore there will be no set program for the 1932 meet of the macaroni men at Niagara Falls in June.

The convention program is planned on the "business first" theory, leaving one whole day for pleasure for those so inclined. Two solid business sessions daily are scheduled for the first and second days, June 14 and 15.

On the evening of June 14 the night of the opening day of the convention there will take place the annual dinner and entertainment of the National Maca-

roni Manufacturers association to which all convention visitors and their guests will be welcome. Admission will be by ticket distributed at the time of registration.

In addition to a very fine menu there will be music, humorous addresses and entertainers of renown. Dancing will be enjoyed after the dinner.

Visitors are invited to bring along the ladies. There is much to be seen around the falls and experienced guides will be on hand to show them all the wonders. The kiddies too will enjoy the trip and ever keep it in fond remembrance. Why not plan a combined business-vacation trip during macaroni convention week? What could be finer?

The dates—June 14-16.

Report early at Convention Headquarters,—General Brock Hotel, Niagara Falls, June 14.

Still Gamely in the Game

The Joe Lowe Corporation of Brooklyn, N. Y., one of the best known egg supply firms has not "practically discontinued activities in the macaroni field" as stated in the April 15 issue of The Macaroni Journal. "The truth of the matter is that the field has abandoned us rather than we having abandoned the field."

The firm explains that the dried eggs producers are facing such unusual market conditions that it is almost impossible to sell dried egg products competitively with the fresh or frozen varieties. "Undoubtedly when things get back to normal and we are operating on normal markets, we will again be in a position to do business with the macaroni trade. Hence we do not want our many friends in the industry to feel that we are no longer interested in serving them. That we will gladly do when conditions make it possible."

Trade Association's Value Is Emphasized During a Depression

Many Groups Fail Because Members Are Unable to Conceive of Its Uses

By Albert H. Doolittle

The manager of a progressive trade association was recently trying to reason with one of his prominent members who was resigning. The member in a panicky condition over his current business outlook was resolved to eliminate every unnecessary expense. The manager agreed with him about cutting his overhead but disagreed as to what constituted an unnecessary expense. Whether or not money paid out for association dues is an unnecessary expense depends entirely on how one uses the services offered by the organization. There are many activities which your association is carrying through which you alone are helpless to influence and which if allowed to go unchecked could bankrupt the majority of our members under present conditions. Cut your overhead all you want to, but the first expense item you should retain after your pay roll is your dues to your association, because nothing else can inject more sanity into your daily business than the guiding influence of a strong trade association.

Take Associations Seriously

This actual conversation is typical of many now being held in association of-

fices. Industries have been only playing with the association idea and have not yet fully absorbed its fundamental importance. When the pinch comes they strike out at wide balls instead of waiting for one over the center of the plate.

The majority of companies join their trade association and with this gesture believe that their responsibility ceases. It is often their thought that now prices will be stabilized and that the association manager will carry on the inconsequential duties of his office. That is why many trade associations never get anywhere. The lack of vision and inability of the membership to grasp the great force for progress which lies in concerted action is responsible.

As you cannot take out of a thing more than you put into it, so an association cannot accomplish more than its members put into it in time, and activity and money. It is an elementary proposition that the members of an industry cannot prosper under disorganized conditions, hence their major duty is to improve those conditions so that profits are obtainable. To do this individually is impossible and improbable because no one company would help its competitors without a return. But a hundred com-

panies can help themselves at a fraction of the cost of using all of the strength represented in their industry.

Why Associations Lose Out

Many trade associations have lost prestige with their members because they have done nothing spectacular—have performed no miracles—as the members stood on the sidelines and watched. Those associations have usually been starved for money and for cooperation. Their managers would feel the aloofness and the latent suspicion which made their plans and suggestions fall flat. *The members put nothing in, took nothing out—and resigned. They point to the deplorable condition in their industry not realizing that it could actually be far worse without the restraining influence of their association.*

The lesson we are learning from the current depression is that man was not made to live alone. He needs help in everything he undertakes to be successful, and the measure of his success lies in the extent to which he believes in efficient organization. He must support his industry or his industry will not support his business.

World's Leading Exporter

Instead of having lost its foreign trade prestige, as seems to be the impression in many quarters, the United States led the world in exports in 1931, states Secretary Lamont of the U. S. Department of Commerce.

The importance of our foreign markets to farming, mining and manufacturing interests in every state of the union is apparent from the tabulation showing distribution of exports by states. Even in a year of profound depression and drastic price declines such as 1931, the value of our domestic exports amounted to \$2,377,981,786, to which total every state and territory contributed its share. Only 6 states had exports valued at less than \$1,000,000, while 30 of the states exported merchandise to a value of \$10,000,000 or more, and 12 of the latter did an overseas business of more than \$60,000,000 each.

Germany, which displaced the United Kingdom as the second in rank, showed a value of \$2,192,850,000. Exports from

the United Kingdom (including re-exports) reached only \$2,069,823,000 in value. All other countries showed much smaller totals, France, in fourth place, attaining a value of only \$1,192,516,000.

The significance of export trade to American labor is clear when one realizes that more than 1,400,000 workers, receiving more than 1½ billion dollars in wages were directly engaged in producing goods for export in 1931. Furthermore, there was probably an equal additional number employed indirectly in service activities and in supplying the needs of those engaged directly.

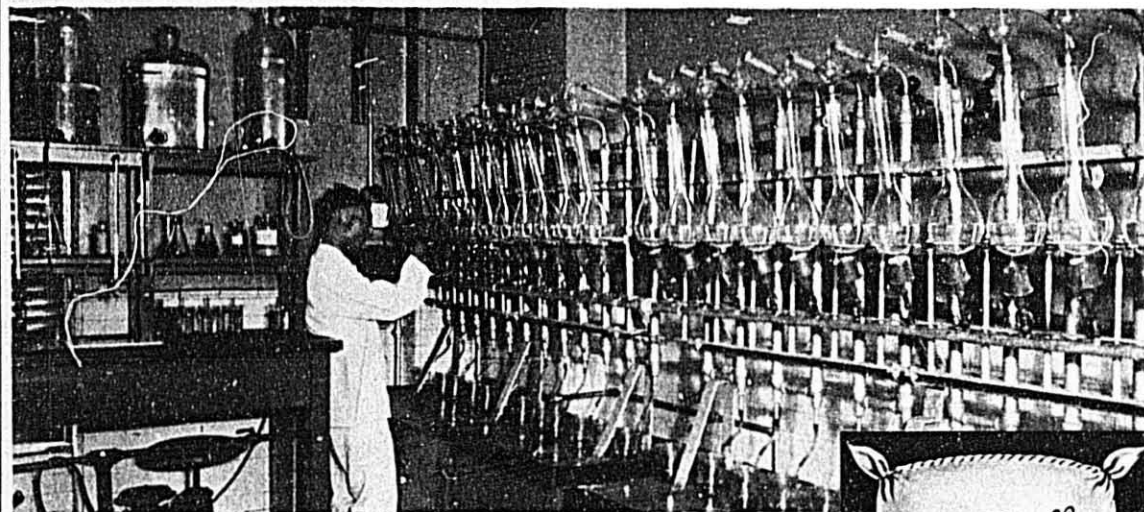
Many of us do not appreciate the fact that these benefits from foreign trade are by no means confined to the larger eastern seacoast states. Texas, for example, had larger exports than any other state except New York. Its total exports of \$324,000,000 represented nearly \$200,000,000 in wages paid to labor directly engaged in producing the cotton, petroleum products, wheat, flour, crude sulphur and other commodities shipped from Texas to for-

eign countries. As further evidence of the significance of export trade in the economy of this state, it may be noted that the value of her exports last year was more than 10 times as large as the total of personal and corporate income taxes paid by Texas to the Federal government in the last fiscal year, while the profits on trade were in excess of the total of such tax payments.

Indiana, Alabama, Tennessee, Mississippi, Iowa, Missouri and Kansas, to mention only a few of the states which are not commonly believed to be vitally concerned in foreign trade, had exports of from \$10,000,000 to \$30,000,000 in the depression year of 1931. In the aggregate these 7 states exported goods valued at \$141,000,000, the production of which is estimated to have involved the direct labor of more than 80,000 workers receiving \$85,000,000 in wages.

Although the value of exports in 1931 was 37% smaller than in 1930 this falling off was due in large part to the drastic price declines during the year. In actual quantity, exports declined 20%, or only slightly more than the decline in domestic business.

How the Gold Medal Millers Maintain ABSOLUTE UNIFORMITY of Color, Strength, and Flavor in Semolina



From the Gold Medal Research Laboratories came "Press-testing," greatest boon to the macaroni industry.

Laboratory Research Uncovers the Secret of Milling Control

"Press-tested" Process of Milling Based On Actual Macaroni Manufacturing Experience

Now, at last, from the laboratories of science, has come the solution to one of the greatest problems heretofore confronting both the manufacturer and the user of Semolina: absolute uniformity of color, strength and flavor of the finished product.

And, incidental to this scientific method is the development of purification by which bran specks are eliminated.



From the finest amber durum wheat is selected the highest quality grains to make Gold Medal "Press-tested" Semolina.

"Press-tested" Method The Master Control

The means perfected in the Gold Medal Laboratories to bring about absolute uniformity of color, strength, and flavor is called the "Press-tested" method.

This "Press-tested" method of controlling the manufacture of Semolina works out in this way: samples are taken from the batches of Semolina as they are milled and made up into macaroni products on the same principle used in making macaroni in a commercial press—under actual working conditions—the same as found in a macaroni plant.

Thus, the Semolina coming from the Gold Medal Mill—Gold Medal "Press-tested" Semolina, produces macaroni products having the same color, the same strength, the same flavor—not only once but every time.

Another very important point in the Gold Medal method: additional purification now banishes bran specks.

GOLD MEDAL SEMOLINA

"PRESS-TESTED"

WASHBURN CROSBY CO., INC. of GENERAL MILLS, INC.



If you do not use Gold Medal "Press-tested" Semolina today—we will gladly cooperate with you in the matter of a sample supply in order to make a thorough test in your own plant in the hope of improving your product or eliminating losses caused by lack of uniformity in the Semolina you now buy.

Do this today—it costs you nothing to try and you may profit considerably by it—drop a line to

Geo. B. Johnson, Manager
Semolina Sales Service Dept.
Washburn Crosby Co., Inc.
332 South LaSalle Street
Chicago, Illinois.

Macaroni in Texas

By C. H. Hammond in the Texas Weekly

Although macaroni and spaghetti are not on the list of our major items of food they do constitute a rather sizable portion of our annual food purchases. According to the most reliable estimates obtainable, the 4 southwestern states of Texas, Oklahoma, Arkansas, and Louisiana consumed more than 25 million pounds of macaroni and spaghetti last year, and this consumption represented an outlay of something like 4 million dollars. The production of the more than 57 million boxes sold to consumers of the southwest last year required the services of about one thousand men who received almost a million and a half dollars in salaries and wages, and the raw materials used in manufacturing were increased in value by more than 2 million dollars. Texas alone consumed around 12 million pounds which added about 2 million dollars to our annual grocery bill last year, and the 500 men engaged in producing the 27 million boxes of macaroni and spaghetti we used received around three quarters of a million dollars in salaries and wages.

Any industry which employs a thousand men and distributes a million and a half dollars to workers is important and desirable and it is gratifying to note that the manufacturing of macaroni and spaghetti has reached a fair state of development in Texas.

Already one Texas factory is shipping its products into 12 states, and is building up a strong consumer demand on account of the excellent macaroni and spaghetti being turned out. But we are still far from anything like supplying the needs of the southwest, the natural market of the Texas manufacturer, since all of the macaroni and spaghetti produced in the state last year was less than half of the quantity consumed in Texas alone. The industry has, however, a good start in the state and with the support and encouragement of Texas people it would quickly be expanded first to take care of our own needs and then eventually to capture the markets of the other southwestern states.

The first macaroni factory in Texas was opened by the Fort Worth Macaroni company at Fort Worth in 1899, and that company is still the principal manufacturer of macaroni, spaghetti, vermicelli, and noodles in the state. Manufacturing was started in a small room, 40 by 75 feet, and the equipment consisted of little more than an old style screw press and a few drying racks. The dough was kneaded by hand and the capacity of the plant was less than a thousand pounds of macaroni and spaghetti a day. The early existence of the little plant was precarious and full of hard struggles. It was an entirely new venture in this part of the country and the trade was loath to accept Texas made macaroni, preferring to stick to the old established brands. There were also many cheap

grades on the market, but the Fort Worth company refused to cut the quality of its product to compete with these low price goods. Rather than compete on price alone the policy of the company has always been to make the very best product possible, using the finest of ingredients, and to win a place for its brand among the quality group.

After many discouragements the company was able to place its "Our Best" brand in grocery stores scattered over the state, and once a grocer had been prevailed upon to stock it he remained a customer. Quality soon began to tell and housewives who once used this high grade, real old Italian macaroni or spaghetti began calling for it by name. Word of mouth advertising by satisfied users increased the demand and the business grew steadily. New accounts were added daily and the small plant was outgrown.

To take care of the increasing business and to supply the growing demand for "O. B." macaroni and spaghetti, a new building was built in 1910 and the best of equipment installed. This building, 3 stories and basement, contains 12,000 square feet of floor space, which is 3 times the size of the original plant. The one little screw press has been replaced by 2 powerful hydraulic presses, one with a capacity of 10,000 lbs. and the other of 7,000 lbs. of macaroni or spaghetti a day. Instead of being kneaded by hand as formerly the dough is now mixed and kneaded in a huge machine which can turn out more than 20,000 lbs. of dough a day. This machine, as all of the other equipment, is of the most modern type and represents a large investment.

The factory employs normally about 35 men and girls in the manufacturing, packing, and shipping departments and the annual pay roll for this labor amounts to around \$50,000. The retail grocery trade in 12 states is worked by a force of 5 traveling salesmen. Sales are made direct to the retailer but all goods are shipped through some local jobber designated by the customer at the time of the sale. Besides these sales to retailers a large volume of business is also done with the wholesalers whose salesmen resell the goods to retail grocers.

Macaroni and spaghetti constitute the bulk of the production at Fort Worth as they are more in demand with the trade than noodles and vermicelli. Most of the demand for vermicelli comes from sections with a large Mexican population among whom it forms an important food item.

Besides the Fort Worth company there are about 5 smaller macaroni factories in Texas, and the total production in the state last year amounted to something like 5 million pounds. While these manufacturers do not use Texas raw materials their value to the state is equally as

State is proud of its new industry, particularly as reflected by its largest plant, the Fort Worth Macaroni Co., Fort Worth. Expansion expected to meet needs of Texans

great since they add a large amount of value to the raw materials they import, which increase is distributed to Texas workers.

The several million paper boxes and cartons used every year are all made in Texas and thus other Texas manufacturers are benefited by the Texas macaroni industry. If all of the macaroni used in the southwest were made in Texas the Texas box manufacturers would have an outlet for something like 57 million paper boxes and more than 4 million cartons, and this would give employment to hundreds of men in addition to those employed in the macaroni factories.

It is also possible that as the manufacturing of macaroni grows in the state the process, as far as spaghetti is concerned, may be carried further. Canneries may be opened to furnish us with the thousands and thousands of cans of prepared spaghetti with tomato sauce which we buy every year, thus giving employment to more Texas workers, adding still more value to the raw materials, and at the same time creating a market for quantities of Texas grown tomatoes.

Almost without exception the expansion of any industry within a state or section will attract and draw in other more or less allied industries, and the possible benefits to be derived from the expansion of the macaroni industry in Texas are certainly of sufficient importance to merit our consideration.

American Boys' Popular Hero

Colonel Lindbergh is still the American boys' hero, according to a study by the Boys Club Federation of America, which is made up of 253 clubs scattered throughout the United States with a total membership of nearly 250,000.

American boys are reading aviation stories, are building airplane models in workshops in boys clubs, are ambitious to become aviators when they grow up and regard Lindbergh as the greatest man in the country, according to the survey.

In many communities where playgrounds are provided to play baseball, Babe Ruth is the popular hero. The Chicago lad thinks Hack Wilson a great man and the New York boy admires Lou Gehrig.

Admiral Richard E. Byrd is another popular hero among boys. Gene Tunney is another.

New York boys by the score cast their vote for "Al" Smith as the most popular man.

Coach Knute Rockne of Notre Dame has also a tremendous following among the boys.

The Boys Club Federation is making a study of boys' ambitions, their aspirations, their favorite vocations and their popular heroes. The survey shows that the average boy in the city is very much air minded.

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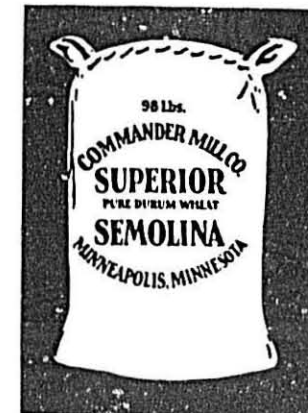
you
Commander
the Best When
you
Demand
Commander
Superior
Semolina

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

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

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

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



Commander Milling Co.

a division of the

COMMANDER-LARABEE CORP.

Minneapolis, Minnesota

Macaroni Educational Section

By B. R. Jacobs, Washington Representative

Quality Standards in Congress

The macaroni bill has not been reported out of the Senate Agriculture Committee as yet. The committee found it necessary to hold a hearing on this bill because of certain objections raised concerning its enactment. This hearing was April 18. Besides the Senate Agriculture subcommittee, which consisted of Senator Henrik Shipstead as chairman, Senator L. J. Frazier of North Dakota and Senator George McGill of Kansas, there were present Frank L. Zerega, president of the National Macaroni Manufacturers association; Martin Luther, chairman of the committee of quality standards; Andrew Lutto, secretary of the General Macaroni Association of New York city; Walter G. Campbell, director of Regulatory Work of the United States Department of Agriculture, and myself.

Two of the objector's letters were read into the record by Senator Shipstead. One is from Seeman Brothers, Inc. of New York city and the other is from the Davies-Strauss-Stauffer Co. of Bethlehem, Pa. Both firms are distributors of food products. Their objections are of a general character. They did not object to the prevention of the sale of low grade macaroni products but object to adding more amendments to the Federal Food and Drugs Act, particularly with relation to the standardization of different food products. If this passed as proposed with relation to all food products the statutes would soon be a patchwork. They believe that the food law as now enforced is sufficient to protect the consumer and they consider it unwise for Congress to give the Secretary of Agriculture additional powers concerning its enforcement.

Just why distributors of general food products should object to the standardization of macaroni products when practically every manufacturer in the industry wants it, is rather unheard of since their only concern should be to see that the food products they get are guaranteed to them by the manufacturer to comply with the law.

A very serious objection to the enactment of the bill came from Representative F. H. La Guardia and this is so important that his letter containing it should be incorporated verbatim in any discussion of this matter.

CONGRESS OF THE UNITED STATES
HOUSE OF REPRESENTATIVES
WASHINGTON, D. C.

April 7, 1932.

Honorable Henrik Shipstead,
Senate Office Building,
Washington, D. C.

My dear Senator:

Referring to our conversation with reference to the macaroni bill, I have been informed that it is not desirable to have the

Secretary of Agriculture set a standard for macaroni products. I am informed that it is likely he would attempt to set a standard on the basis of the use of Number One Semolina, but that this may have to be varied from season to season, because in some years there is a definite shortage of amber durum wheat; and at other times there is an apparent difference of proportion in the amount of Number Three semolina that must be made in conjunction with the manufacture of Number One Semolina.

It would be much wiser, it is stated, to have the law provide simply that all macaroni and macaroni products must be marked with easily readable letters on the box or case or the package carton, with a description of the material out of which the product was manufactured. For example—first grade semolina; semolina blended from first and third grades; semolina and flour; all flour. Then the manufacturers should educate the public as to the difference in the products made from these various materials.

I am advised that every box, carton and consumer package should bear:

1. Name of manufacturer.
2. Exact Net Weight of Product.
3. Location of factory where produced.
4. Month of manufacture.

These items I am advised, would be very helpful to the industry.

Please let me know your reaction to this. With kind personal regards, I am sincerely
LA GUARDIA.

This letter represents the views expressed at the hearing by Mr. Lutto, who stated that in principle his association was in perfect accord with the bill as recommended by the National Macaroni Manufacturers association except that his association felt that this bill did not go far enough in protecting the manufacturer as it did not require the macaroni product to be labeled in such a way as to show the kind of raw material used in its manufacture. He stated that the bill should provide that macaroni should be labeled as "Standard Macaroni made of Semolina", "Standard Macaroni made of Farina", "Standard Macaroni made of Flour", "Standard Macaroni made of a blend of Semolina and Flour," etc. He stated further that there were many people who believed that macaroni made from farina was just as good as macaroni made from semolina and that many buyers asked for semolina macaroni while others asked for farina macaroni and many even preferred plain flour macaroni. On the other hand the buyer, he stated, has the right to know the kind he is getting and therefore the label should show in each case the raw material used in the manufacture of the product.

Price Variance Factor

Another argument made by Mr. Lutto was based on the difference of price between the various raw materials used. He stated that one raw material would cost \$3 per barrel and another \$6 per

barrel, both of which under the present bill would be considered as standard macaroni.

Mr. Lutto's attention was called to the fact that manufacturers making macaroni from semolina can under the present provisions of the food law label their products "Semolina Macaroni", while manufacturers using flour or farina can not so label their product. It was also pointed out to Mr. Lutto that although farina is at the present time cheaper than semolina it has not always been so. If the average price of semolina and farina of the same grade be taken over a period of 5 or 6 years it will be found that there is only a slight difference in favor of farina and that this difference is no greater than the normal price between Semolina No. 1 and Semolina No. 3, both of which are products that would be entitled to be labeled "Standard Macaroni made from Semolina" under the changes proposed by Mr. Lutto. Further it is very probable that the 1932 crop of durum will be large enough to materially reduce the price of durum semolina. If this is the case semolina will be cheaper than farina and the question of price as stated by Mr. Lutto to the committee would not then be a factor.

Economic Objection

The only objection raised to this bill by Mr. Campbell of the United States Department of Agriculture was economic. He stated that the department is at the present carrying on all the work that it can under the present appropriation and that the promulgation of standards and their enforcement would add to the burden and expense of the department. It was pointed out to him and the committee by Mr. Luther that the Department of Agriculture is already enforcing the Federal Food and Drugs Act as it relates to macaroni products and that at present without standards it is certainly more difficult and expensive to collect evidence and prepare cases than it would be if the department had definite standards on which to base prosecutions. It was also pointed out that this bill would be of great benefit to the macaroni industry making it possible for a large number of macaroni manufacturers who have been running their plants without profit to make a little profit, thereby increasing the taxes they pay the government, as it was expected that this bill because of the labeling requirements would largely eliminate competition in low grade macaroni products and would thereby materially improve the competitive conditions among manufacturers. In this way the revenue of the government would be increased more

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than enough to take care of any small additional expense which might be incurred through the formulation and promulgation of standards. It was further pointed out that all of the data and facilities of the National association would be made available to the Department of Agriculture in formulating standards and in this way the expenses would be materially reduced.

Government Favors Enforcible Law

Mr. Campbell addressed himself only to the bill before the committee and he did not discuss the proposed changes suggested by Mr. Lutto. However, the following day when Martin Luther and I called on him at the Department of Agriculture he absolutely opposed the changes proposed by Mr. Lutto and stated that if these were incorporated in the bill he would feel compelled to go before the Senate Agriculture Committee and say that the United States Department of Agriculture would make no effort to either promulgate standards or enforce the bill unless Congress made further very substantial appropriations

for this particular purpose. He also stated that in his opinion such requirements could not be enforced without also having very definite and specific standards for semolina, farina and flour, which the bill did not provide and which the department does not at present have. He further stated that it would require considerable additional help in the Department of Agriculture to police these standards as it would be necessary to make a definite and specific standard for every conceivable admixture of semolina, farina and flour as well as a sub-standard for each standard made.

The changes proposed by Mr. Lutto were fully discussed at our convention last June when the subject of "Quality Standards" was before the convention and were voted down. The macaroni bill was fully discussed and approved by the membership of the association as well as by the board of directors. It is really all that the macaroni manufacturers should expect as it provides ample safeguards against the use of low grade materials and that is after all what is desired. The macaroni bill is drawn

along the same lines as the canners bill which has been in force for more than a year. The canners bill does not require the canner to state on the label the particular variety, for example peaches that are contained in the can. It merely requires that if the can contains peaches that are not up to a certain standard they should bear a statement that the product is below standard or low quality but not illegal. It is quite evident that because of differences of opinion that have arisen within the industry that we are not going to obtain the passage of this bill. It is certain that with the vigorous objections within the industry and the Department of Agriculture to the changes proposed in the bill we will not get any legislation at all. It will therefore be necessary for the macaroni manufacturers to adjust the differences of opinion that exist within the industry before we can appear before Congress. It is certain that the only way in which legislation of this character can be obtained is by the industry coming to some agreement and being of one mind before the bill is presented to Congress.

Winning Freight Battle

Long have macaroni manufacturers contended that their products were being discriminated against in the matter of freight rates. It is still their contention that macaroni, spaghetti, noodles, vermicelli, etc. being purely grain foods should be accorded the grain rates, or something akin to them. At St. Louis in April macaroni manufacturers in the central states won a signal victory—their first step in a long drawn out fight to obtain fairer freight rates.

Some time ago a petition was presented by a group of macaroni manufacturers asking a freight rate adjustment on macaroni products shipped between points in St. Louis and the territory of the Southwestern Freight Bureau. At the hearing in St. Louis the week of April 18, 1932 the following representatives of macaroni manufacturers and distributors presented convincing evidence: L. S. Vagnino representing Faust Macaroni company of St. Louis and the American Beauty Macaroni company of Kansas City, Mo., I. C. Cross representing Skinner Manufacturing company of Omaha, L. J. Becquet representing Northern Illinois Cereal company, Lockport, Ill. and N. R. Constant representing Gooch Milling and Elevator company and Gooch Food Products company of Lincoln, Neb. The decision was:

"Referring to Southwestern Freight Bureau Proposal No. 21130 suggesting that rates to, from and between points in Southwestern Freight Bureau territory on macaroni, spaghetti, noodles and vermicelli, straight or mixed carloads, also in mixed carloads with grain products taking wheat flour rates be made on the basis of 112% of the wheat flour rates. The General Traffic Committee of said bureau approves the proposal with the

understanding that fourth section relief is obtained and further that the Interstate Commerce Commission would modify its orders and findings in the Consolidated Southwestern Cases, I. C. C. 13535, 14880, et al, eliminating this traffic from the provisions thereof."

Since the grain rates are involved in this decision it will have to be reviewed by the grain committee handling the General Western Grain Investigation. Favorable action on the appeal will result in the application of the reduced rates on shipments into the territory involved. Whether or not this privilege will be extended to other divisions of the Railway association is still undetermined but it would appear quite likely that the other divisions will be guided by the studied action of the southwestern group and the lower rates made to apply generally on all macaroni shipments.

This is a signal victory for the industry and particularly for the firms which have long contended for a fairer rate on macaroni products. That the excellent example of these victorious firms will be followed by others is most probable. Macaroni, spaghetti, noodles, vermicelli, etc. are raw grain products and are justly entitled to grain or flour rates and although the fight has been a long drawn out affair, justice will prevail if the industry will but be insistent.

Macaroni manufacturers in the north central states have a petition pending before a committee of the Western Trunk Line and Southwestern Freight Bureau for similar rates in the territories covered. The case to be heard in Chicago soon is known as Case 7832—Rates: Macaroni, spaghetti, noodles and vermicelli, straight or mixed carloads, also in mixed carloads with grain products, tak-

ing same rates as wheat flour. Minimum weight 40,000 lbs. From and to points in Western Trunk Line and Southwestern Freight Bureau territories. Rates at present are Fifth Class, minimum weight 30,000 lbs. The proposed rates are 112% of the wheat flour rates. Milling and manufacturing in transit privilege not requested.

No date for a hearing of this petition has yet been set by the general committee whose headquarters are in Chicago. Based on the St. Louis decision, favorable action is hoped for in the latter case.

British Tariff Rates

The new tariff rates announced by the British government, ranging from 20 to 33%, make one of the highest foreign tariff walls that American trade seeks to surmount. And the worst of it is that those walls have been erected by America's best customer. The average rate, reckoning all goods together, free and taxed, is estimated to be higher now than the American average.

The reason given for this extreme reversal of British policy is that the British people need to defend their markets and "live at home." It is difficult, however, to believe that there is not behind this trade killing a spirit of retaliation against the United States and a desire to teach this country a lesson. It is not unlikely that when an international movement begins for customs disarmament, as it will inevitably sooner or later, Britain will be found as willing to reduce tariff rates as she has been to reduce armament. Many of these rates are probably for trading purposes. The same thing may be true of high rates in France and other countries.

A Half Century of Panics

By E. B. Lobbell in "Commerce"

Official Publication of the Chicago Association of Commerce

Part I--Panics of 1837, 1857 and 1873

A French economist of the last century, Clement Juglar, in his book, "Des Crises Commerciales et de leur retour periodique en France, en Angleterre et aux Etats Unis", published in 1889, says that the symptoms of approaching panic are indicated by numerous new enterprises and schemes of all sorts, by the rise in prices of all commodities, of land, houses, etc., by an active demand for workmen, rise in wages and salaries, by a growing love of luxury leading to excessive expenditures--and by a general taste for speculation, in order to grow rich at once. . . . That is an accurate summary of every financial crisis through which our country has passed in the last hundred years.

1837

1857

1873

1837

"The Panic of 1837 was preceded for several years by the building of new roads to connect the Atlantic seaboard with the Appalachian mountains and the Ohio river; also by the building of canals, steamboats and other means of transportation. There were no railroads. Half a billion dollars had been borrowed from European and other lenders to pay for these developments. This was a period of universal optimism, and speculation in lands, cotton and other commodities. The collapse came in 1837, when it was found that interest charges on the money borrowed could not be earned.

"Every bank in the United States suspended specie payments at this time. The cotton speculation collapsed, leaving the south bankrupt. Nine tenths of the merchants in Mobile suspended. The western land speculation came to a sudden end.

"Nearly all factories were closed and operatives discharged. Poorhouses were crowded and there were food riots in several cities. Unemployment and starvation threatened, and class hatred developed in numerous sections.

"The entire country was soon involved. Six hundred banks failed. Bank notes depreciated in value and there was a rush to convert them into gold and silver, which almost completely disappeared from circulation. Shin plasters (so-called) or I.O.U.'s were issued by merchants and others to make change. Some states even repudiated their bonds. It was nearly 5 years before the country recovered and prosperity returned.

1857

"The Panic of 1857 was preceded by the discovery of gold in California in 1848, the building of new railroads, and by another period of heavy speculation in western lands.

"In less than 10 years the value of gold produced in California was approximately \$555,000,000. Railroads were built faster than the country could support them. Money had been loaned by financial institutions at home and abroad to pay for these roads, which could not

earn their charges. Promoters in several cases issued spurious or unauthorized stock in several roads, among them the Vermont Central, the New Haven and the Harlem railroads. Runs on banks were followed by closing of mills, by embezzlements and general ruin.

"The panic struck Wall street in August 1857 when the Ohio Life Insurance and Trust company closed its doors. This company had loaned large amounts of money to finance the building of western railroads. The panic struck Cincinnati with the same force as Wall street. Specie disappeared from circulation. Thirteen banks in New York failed on Oct. 13, 1857. Loans were called right and left. Confidence was gone and business demoralized. Debts were uncollectible. Nearly all leading brokers failed. The country did not recover from this shock until after the outbreak of the Civil war in 1861.

"A great majority of the people then lived away from the cities. There was no money and no one paid his bills--therefore, collections were impossible and everyone had to exist on credit or the exchange of commodities. Farmers, for instance, could pay in produce for goods bought if they had a surplus to pay with.

1873

"The 8 years prior to 1873 was a period of rapid development of western farms and the building of new railroads, 30 thousand miles of which were built at a cost of about \$1,400,000,000. It has been estimated that the capital invested in fixed property during these 8 years equaled the entire cost of the Civil war. Speculative excesses with waste and extravagance developed on every hand.

"It was in the late 1860's that the Union Pacific railroad was under construction, followed by the Credit Mobilier scandals which involved the exposure of many prominent men in Congress and public life who accepted bribes in the shape of stock in that railroad for votes in Congress.

"The stealings of the notorious Tweed ring occurred at this time and fraud was rampant on every hand. The great Chicago fire occurred in 1871 with a loss

of \$150,000,000. This and the Boston fire a year later with heavy losses resulting perhaps hurried the crisis of 1873.

"The Northern Pacific railroad was also under construction and financed by Jay Cooke & Co. of Philadelphia, the bankers who were largely instrumental in financing the Civil war.

"Up to 1872 unlimited amounts of money had been available to the Cooke firm through their European correspondents--but the after-effects of the Franco-Prussian war and the payment of the \$1,000,000,000 indemnity by France to Germany caused a sudden stoppage in this source of supply and Northern Pacific bonds could no longer be sold.

"There came then a quick and frightful depression. The bubble burst in September 1873 when the failure of Jay Cooke & Co. was announced. This was followed by a panic in Wall street, specie payments were suspended, the buying power of the people ceased, commodity prices fell, railroad building stopped, business houses closed, factories and mills shut down and three million men were thrown out of work.

"The stock exchange closed for 10 days. Cooke's failure carried the financial world down with him.

"The panic caused by the Cooke failure was followed by a quick depreciation of 20% to 30% in choice securities. Thirty-six stock exchange firms suspended within a few days. Seventy-two railroad corporations were in default \$218,000,000 overdue interest. The unemployed in New York city numbered 40,000. Rents fell 30% and banks for the first time had to take recourse to clearing house certificates.

"Embezzlement, speculation and suicide were an every day occurrence, \$750,000,000 of railroad bonds were in default and there was an estimated shrinkage in mercantile capital of 25%.

"A severe and protracted period of liquidation and readjustment followed, also a 10% cut in wages accompanied by strikes and riots. Five years later, in 1878, liquidation was about ended; a new era of prosperity began.

(Part II in June issue)

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The Highest Priced Semolina in America and Worth All It Costs

King Midas Semolina

You will never make a mistake by recommending and selling a superior article.

Quality is the surest foundation for a permanent business.



King Midas
Mill Co.
MINNEAPOLIS, MINNESOTA

United States Durum Supply and Prospects

With the durum wheat crop totaling less than 50,000,000 bu. in 1931 as compared with nearly 90,000,000 bu. in 1930 the supply of durum wheat available for the remainder of the year appears to be exceptionally light, states a report by the Department of Agriculture. The quality of the 1931 short crop of durum was relatively high with much of it grading good amber, assuring an ample supply of fine semolina making wheat for use by the domestic macaroni manufacturing industry.

Movement of 1931 Crop

Indications are that there is little if any durum remaining in the producing regions beyond requirements of the semolina millers and planting in spite of the fact that heavy carryover at the beginning of the season brought the total supply up to 38,742,000 bu., about average domestic utilization for all purposes. Takings of semolina millers in the Minneapolis-Duluth region from July 1 through December 1931 reached 7,346,000 bu., which is slightly in excess of the 7,338,000 bu. used in the same period last year. Semolina requirements from January to June last year were 6,852,000 bu.

Cargo shipments out of Duluth and Superior, from which the bulk of the requirements of eastern users and of exports are taken, reached only 4,750,000 bu. in the eight months July-February, compared with 21,799,000 bu. a year earlier. Shipments of amber durum, part of which is required by eastern breakfast food concerns and similar users, reached only 2,019,000 bu. compared with 3,401,000 bu. in the same period last year. Shipments of mixed durum and durum subclasses were only 2,575,000 bu. compared with 15,391,000 bu. a year earlier. A large part of the shipments of these two classes usually goes into export channels. Visible supplies at Duluth on March 1 and at public elevators in Minneapolis were only 9,208,000 bu. compared with 17,557,000 bu. a year earlier.

The balance of durum unaccounted for as of March 1 is about 14,000,000 bu. compared with about 35,000,000 bu. a year earlier. Of these amounts in both years some part had been consumed prior to March 1 for purposes other than grinding into flour and semolina and for breakfast foods. Some is used for prepared livestock and chicken feeds, especially red durum. Small amounts get mixed with bread wheats. Small amounts, especially from producing regions south of the Dakotas, are also sent directly to Kansas City and St. Louis and similar milling centers and thus would not appear in the distribution items shown above. Annual domestic utilization of durum in ways similar to those mentioned above, together with errors of estimate, have ranged in the past seven years from about 6 million bushels

in 1925-26 to about 37 million in 1930-31.

The quality of the 1931 durum crop appears to have been excellent. Of the durum receipts including mixed durum inspected at Minneapolis and Duluth-Superior from July 1, 1931 through February 1932 53% were subclass amber, which is a higher percentage of amber than in any of the preceding 7 years, and apparently the highest at least since 1919-20. Last year inspections of amber durum comprised 43% of the total. Mixed durum so far this year comprised less than 33% of the total compared with over 39% last year. Red durum inspections were less than 9% of the total compared with 12% a year earlier. Subclass durum inspections were between 5 and 6% of the total in both periods.

In grade also the receipts from the 1931 crop have been running better than average but not so good as the unusually high grades of the 1930 crop. So far this season the first 2 grades included 71% of the total receipts compared with nearly 82% last year and an average of about 61% in the preceding 10 years. The first 3 grades included 90% so far this year compared with 93% last year and an average of 80%. Receipts of Grade 1 were not so large, being only 11% of the total compared with nearly 22% last year and an average of 17%.

Foreign Demand

Export demand for the current crop has been light in spite of the reduction in the Canadian durum crop and the apparent moderate size of the Italian and North African durum crops. Total durum imports by Italy from July through December 1931 amounted to only 2,561,000 bu. compared with 13,899,000 bu. in the same period the preceding year, and imports from North America, partly from the United States and partly from Canada, amounted to only 1,778,000 bu. compared with 10,048,000 bu. a year earlier. Takings from Russia were only 533,000 bu. compared with 3,488,000 bu. a year earlier.

Total durum imports into France, including grain for reexport from July 1, 1931 through January 1932, amounted to 7,347,000 bu. compared with 7,579,000 bu. a year earlier, and takings from North America were 1,914,000 bu. compared with 1,660,000 bu. a year earlier.

The falling off in Italian imports is partly explained by increases in the Italian import duty on wheat, and restrictions on the amount of foreign durum allowed in manufacture of durum products, as well as the high price of North American durums relative to bread wheats.

Prices

The short domestic supply of durum wheat has been reflected in high prices of that class as compared with other wheats all season. Weighted average monthly prices of No. 2 Amber at Min-

neapolis from August through March have ranged from 4c a bushel more than No. 1 Northern Spring in September to over 12c more in January. The price of No. 2 Durum, which in the past has usually been more nearly in line with the average price for the durum crop as a whole, has also been from 4 to 7c above the price of No. 1 Northern Spring in the months December through February, but for March it dropped to 8c below. Last year the weighted average annual price of No. 2 Durum at Minneapolis averaged between 9 and 10c below No. 1 Northern Spring.

New Crop Prospects

Planting intentions reported by farmers in the durum region indicate that about the same area will be sown this year. In the absence of heavy abandonment this would result in an increase in durum acreage harvested above that harvested a year ago when there was a heavy abandonment. The probability of higher yields on this year's acreage gives a prospect of considerable increase in durum production over the unusually short crop of 1931. Part of the increase in crop will probably be offset by a decrease in carryover.

Early reports from foreign countries indicate some prospect of an increase in competition from foreign durum in the coming season, coming mostly from Canada, although it is too early for any very reliable information.

In Italy where wheat is nearly all fall sown, the reported acreage sown last fall for the 1932 harvest was reduced in Sicily where an important part of the durum crop is grown and where nearly the whole acreage appears to be durum. This reduction was great enough to more than offset increases in some other departments where durum is grown, indicating the probability of a slight net decrease in Italian durum acreage or at least no material increase. Yields of durum in Italy last year appear to have been a little above average.

In North Africa it is too early for any very definite indication of acreage. The sowing season is long; if poor weather is experienced in the fall, sowing may be delayed but not necessarily contracted, so all early reports of acreage are subject to wide revision. Present reports indicate an increase in sown wheat acreage in North Africa which is mostly durum wheat, and improvement in growing conditions over conditions a month ago. Conditions in Morocco improved materially in late February and early March and the early report of a decrease in seeding may be revised later. In Algeria and Tunis reports indicate an increase in acreage, and growing conditions which had been unfavorable early in the season have improved according to recent reports from Assistant Agricultural Commissioner L. D. Malloy.

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Macaroni Industry In Australia

A marked increase in the production of macaroni products in Australia has taken place in the last few years, reports the Foodstuffs Division of the U. S. Bureau of Foreign and Domestic Commerce. Although this improvement has been due mainly to the steadily increasing quantities consumed within the country an impetus has been given to the industry by the exchange benefit received on exports—the Australian pound being at approximately 25% discount—thus enabling the manufacturer to obtain increased export business.

There are 10 firms interested in manufacturing this product in Australia—four in New South Wales, four in Victoria and two in Western Australia.

Until recently very little durum wheat has been grown in this country, the semolina used in the manufacture of macaroni products being obtained by the manufacturers obtaining samples of wheat from the states of Victoria, South Australia and New South Wales, and after analysis a selection is made from the hardest types; these wheats are of the red variety (being mainly species of Australian Federation). Some time ago, a local firm (Hancock's Golden Crust Pty. Ltd., Melbourne), imported supplies of durum wheat from the United States for blending with the hardest of the Au-

stralian wheats, and last year this firm arranged to have its own durum wheat grown under contract from which a harvest of 52,000 bu. was obtained. This wheat was grown in South Australia, mostly in the York peninsula and north of Adelaide districts.

This firm in early December 1931 made a shipment of one million cartons of macaroni and spaghetti to England, and recently a further order of one million packets of cut macaroni was obtained and also 500,000 packets of long macaroni for immediate delivery and in addition 50 tons a month for the next 12 months. The macaroni shipped for export is packed in ½ lb. cardboard cartons, ready labeled for retail trade, 56 of these cartons being packed to one large cardboard container. Bulk shipments are sent in wooden cases of 28 lbs. each, packed loose.

Other than shipments to New Zealand, which normally average \$35,000.00 annually, this was the first export business gained of any importance.

Macaroni manufactured locally wholesales to the trade here at 8c to 12c per lb., and retails at 12c to 16c per lb., the usual pack being a 1-lb. cardboard container, and in bulk at 22 lb. wooden box, packed loose.

Imported Italian macaroni retails here

Australian Exports and Imports of Macaroni and Vermicelli

Country to which exported	1929-30		Total	Value		Total
	Australian produce	Other produce		Australian produce	Other produce	
New Zealand.....	428,763	1,782	430,545	766	32	7,698
Other British Countries.....	4,975	509	5,484	148	19	167
Foreign Countries.....	122	122	6	6
States of final shipment						
New South Wales.....	3,726	2,413	6,139	113	57	170
Victoria.....	430,012	430,012	7,701	7,701
	433,738	2,413	436,151	7,814	57	7,871
1930-31						
United Kingdom.....	294	294	10	10
New Zealand.....	361,457	361,457	5,864	5,864
Other British Countries.....	5,626	5,626	185	185
Foreign Countries.....	24	24	1	1
States of final shipment						
New South Wales.....	5,124	5,124	151	151
Victoria.....	362,277	362,277	5,909	5,909
	367,401	367,401	6,060	6,060
IMPORTS						
Country of Origin	Quantity	Value	Quantity	Value		
	Lb.	£	Lb.	£		
United Kingdom.....	9	1		
Other British Countries.....	567	14	252	4		
China.....	27,564	705	18,298	352		
Italy.....	543,117	8,477	220,216	2,594		
United States America.....	12,460	216	1,318	24		
Other Foreign Countries.....	24,498	216	3,251	65		
Importing States						
New South Wales.....	205,164	3,278	77,509	1,037		
Victoria.....	78,855	1,636	21,162	314		
Queensland.....	11,834	294	5,112	103		
South Australia.....	41,130	527	8,144	85		
Western Australia.....	269,702	3,904	130,619	1,484		
Tasmania.....	80	3	160	4		
Northern Territory.....	1,441	31	638	13		
	608,206	9,673	243,344	3,040		

at 36c per lb., a duty of 6c per lb. being levied by the Australian customs. In the last 3 years imports have fallen by over half, practically all of the imported macaroni coming from Italy is being imported almost entirely by the Italian community for its own use.

Very little of package macaroni products is imported into Australia from the United States, as will be seen from the attached import figures. The United States export figures show these totals to be considerably larger but this classification includes the canned prepared variety, which was almost entirely the product of one American corporation that now, owing to the increased tariff on canned foodstuffs, as well as exchange difficulties, etc., is practically off this market. It is anticipated that, under a return to normal conditions, a share of this business could be regained.

Let's have united action on agreed lines at convention as best means of solving our common problems.—June 14-16, 1932.

World Wheat Outlook

Net increases in crop estimates in the period under review in the latest issue of Wheat Studies, Survey of the Wheat Situation, December 1931 to March 1932, were about 35 million bushels. In the United States net mill grindings fell to a low level. The volume of international trade declined from its August-November level for the third successive year. Russian and Danubian shipments declined sharply; North America shipped relatively little while Australia and Argentina exported heavily.

World wheat stocks remained burdensome. International wheat prices fluctuated within a narrow range on a very low level, but were moderately firm in spite of further recession in business and in price levels. In the major continental European importing countries wheat prices were held high by tariffs and milling regulations.

With heavy feed use in North America, wheat consumption in 1931-32 may still equal or exceed the high level of 1930-31 in the world ex-Russia and China; but it now seems probable that the depression has led to reduced flour consumption in the United States. China's absorption of imported wheat is likely to set a new high record. The world carryover seems likely to be lower than the inward carryover by 50 to 100 million bushels, a smaller reduction than seemed indicated last December. Most of the surplus will be in the United States.

Low stocks in Europe and relaxation of import restrictions will make for heavier international trade, and North America will be called upon to cover a large fraction of the import requirements. Apart from unpredictable changes in new-crop prospects and from further unfavorable developments in business and in commodity prices, a tendency to moderate firmness of wheat prices on the international market now seems in prospect.

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.

"Bisquick" vs. "Kwickbis"

A trade mark dispute of much interest to the trade has recently arisen between 2 large and prominent flour millers, makers of prepared biscuit flour for quick baking of those dainties. General Mills, Inc. of Minneapolis has registered its trade mark "Bisquick" as the trade name for its biscuit flour. Commander-Larabee Corporation of Minneapolis is using the trade mark "Kwick-Bis-Kit" for a similar product. The former has petitioned for an injunction against the use of the latter trade mark, charging infringement.

There are some fine points to be decided by the registration authorities, and

by the courts if finally referred to them. This is merely additional evidence that we are right in our stand that choosing a distinctive, claim-free trade mark for macaroni products or anything else, is an absolute essential if legal entanglements are to be avoided.

"Kitchen Maid" and "Ever Good"

The government records show that while the proposed trade marks "Kitchen Maid" and "Ever Good" have not been registered by any firm or individual for special use on macaroni products the terms are registered for other foods, and based on the position taken by the patent officials in numerous similar cases the

registration privilege would be denied. They prefer to register trade marks not in conflict with any now being used on foods for human consumption.

However the above words or phrases may be registered and will be registered on request if one of 3 things can be proved by the applicant, namely: (1) proof of prior use; (2) proof that use of prior registered marks has been abandoned, and (3) that consent to register for macaroni products has been obtained from such prior registrant.

Our counsel advises applicant to select a distinctive mark, register it fully and immediately and guard well the rights thus acquired.

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 April 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:

La Rosa

The trade mark of V. La Rosa & Sons, Inc. Brooklyn, N. Y. was registered for use on alimentary pastes. Application was filed Oct. 11, 1929, published Sept. 2, 1930 and published in the Oct. 15, 1930 issue of The Macaroni Journal. Owner claims use since September 1914. The trade mark is written in black type in the upper part of a square under which appears a rosebud and a large "A," also the word "grade."

Red Jay

The trade mark of Jaburg Brothers, Inc. New York, N. Y. was registered for use on alimentary pastes, namely, macaroni, noodles, spaghetti, vermicelli and alphabets, also other groceries. Application was filed April 29, 1930, published by the patent office Feb. 9, 1932 and in the March 15, 1932 issue of The Macaroni Journal. 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. was registered for use on macaroni. Application was filed Dec. 5, 1931 and published by the patent office Feb. 9, 1932 and in the March 15, 1932 issue of The Macaroni Journal. Owner claims use since January 1931. The trade name is in black type.

REGISTRATIONS RENEWED

The trade mark of The Pfaffman Egg Noodle company, Cleveland, O. registered June 11, 1912 was granted renewal privileges effective June 11, 1932.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in April 1932 and published by the patent office to permit objections thereto within 30 days of publication.

Mr. Egg Noodle

The private brand trade mark of Walker Products company, Indianapolis, Ind. for use on noodles. Application was filed Jan. 11, 1932 and published April 19, 1932. Owner claims use since Dec. 1, 1931. The trade mark is in long hand type written underneath a picture of a man with an egg-shaped head; also are the words "He Has An Egg For A Noodle." The words "Egg Noodle" are disclaimed apart from the mark as shown in the drawing.

Romano

The private brand trade mark of Joseph Romano, doing business as R. Romano & Son, N. Y. for use on alimentary paste products. Application was filed Feb. 29, 1932 and published April 26, 1932. Owner claims

use since Feb. 8, 1932. The trade mark consists of a picture of a woman carrying sheaves of wheat. The picture is framed by strands of wheat. The picture forming a part of the trade mark is fanciful and not the portrait of any individual.

QUERY DEPARTMENT

TROUBLED WITH BREAKING NOODLES

Question—An operator of a small noodle business in Virginia writes: "Some time ago I wrote about my noodle breaking troubles. The trouble still continues though the very best of flour only is used. What can I do to keep my noodles from breaking?"

Answer—Checking and breaking of noodles is due not so much to the materials used, though the conditions of the eggs have an important bearing on the results. Your trouble is more likely due to imperfect drying or to some unusual condition of your dough. Information is entirely too meager to diagnose your troubles. A close checkup of the whole process is suggested.

Remember, YOU are dated for June 14, 1932.

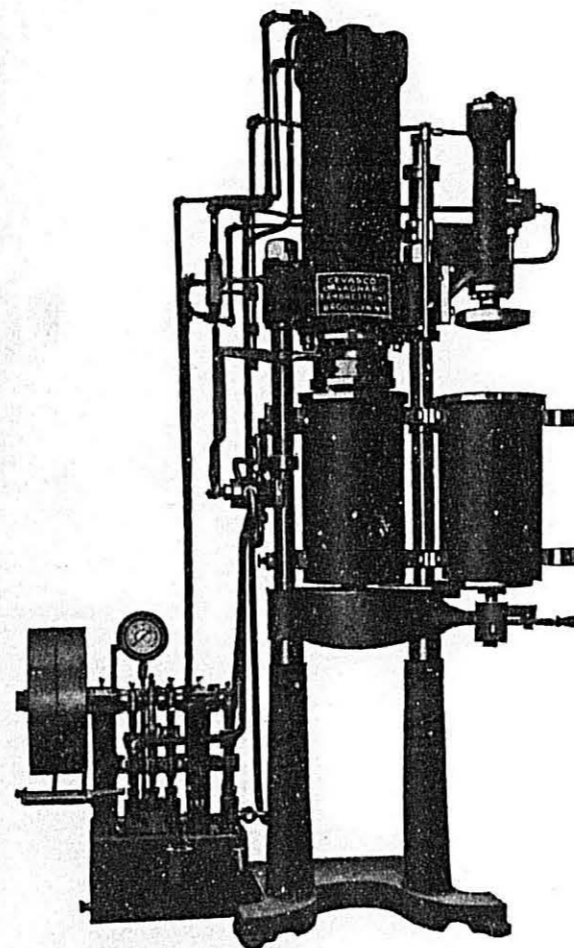
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13½ inches

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

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

156-166 Sixth Street

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

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Secrets of Successful Trade Marking

By Waldon Fawcett

Subscribe to the New Idea of the Trade Mark as a Selling Force

Other times, other fashions, is a saying that is applicable to trade marks as well as other elements in everyday business life. Macaroni marketers have, just at this moment, particular reason to realize how the spirit of change and progress may revolutionize the patterns and practices of commodity branding. For the fact is that we are in the midst of a change of attitude on the part of shrewd builders of business good will that is destined to affect tomorrow's choice of trade marks and tomorrow's use of trade marks.

It behooves every brander of macaroni and kindred products to take stock discernedly of the new trend. If he is due to pick new or additional trade marks in the years to come as "handles" for his goods, he is doubly warranted in subscribing to the new cult. But even if he has no other thought than to stand pat on his long established, time-tried brands, it were just as well if he senses this pronounced drift to certain types of marks and away from other types. The competition of the future will be more or less (probably more) in terms of the favored species of marks.

Not to keep the reader in suspense it may be announced forthwith that the lately emphasized trend in trade marks is to the arbitrary and fanciful marks. Notably to the "coined" or "invented" words or names which are so different from all other designations as to be instinctively expressive of extreme individuality. However, the bare fact of a stampede to fancy and freakish brand names is not more interesting nor significant than what is behind it; the circumstances that have induced this concentration on fantastic, distinguishing nicknames for staples and specialties.

Some of the trained observers who have been watching in the rôles of interested bystanders the sudden spurt in popularity of invented and coined words or other improvised buy-words, are prone to ascribe the trend to the sharpening of competition in terms of numbers of contenders for trade in every food field. Their method of reasoning is that the multiplication of marketers in every line has worked worse congestion and confusion in the use of the standard, obvious models for brands which have been the conventional means of identification for, lo, these many years. Facing this jam, branders who have any resourcefulness have been under strong compulsion to strike out in quest of a unique, original

note. So runs the premise of the first school of thought.

The second school of thought, which is but just now coming to the fore, admits that there may be some foundation for the conjecture that conventional brand saturation is forcing the present generation of marketers to strike out sensationally for brand surprises that will neither look nor sound like anything which has gone before. But the second school of thought goes further and insists that the main cause is to be found not in the dread of promiscuity of the hard worked brand names, but is a new and ultra modern conception of the status and function of the modern trade mark. In other words the experts would have us believe that a new race of trade marks is coming on the scene in unprecedented numbers because a modified or revised program of work awaits the contemporary trade mark.

This transformation which is in progress before our eyes at this juncture is switching the trade mark from the status of a good will symbol—a passive rôle to the very active and constructive rôle of good will creator. Up to now the approved conception of a trade mark has been a word, phrase or device designed to indicate the origin or ownership of the goods to which the mark is attached. The new vision assumes that the average ultimate consumer is not deeply interested in the personality of a manufacturer nor the site of a factory but only in the security of an article identical with previous purchases which have given satisfaction. With that proposition as a foundation there is reared by the revolutionists the new ideal wherein the trade mark instead of serving merely as means of verifying purchases operates aggressively as the principal selling force. Subscribe to this notion of the trade mark as an instigator of sales, instead of a mere clue to source or channels of distribution, and it is easy to interpret the deepened responsibility as calling for a very particular and carefully selected type of mark. That brings us back through cause and effect to the current leanings to trade marks designed, above all else, to be "different."

If the trade mark is to serve as an aggressive self starter of business rather than, or more than, as a mere "tracer" of origin, it is easy to see why the trend will be to the arbitrary and fanciful invented marks. It is this latter type of mark which most readily

catches the eye and the ear; which, so to speak, arrests the attention of a casual, heedless, hurried public. By the same sign it is the coined name or odd conceit in pictorial symbology which is readily remembered by the whole body of consumers and is quickly called to mind when the consumer goes to the store to make a purchase. In short the invented trade mark "looks like a trade mark" and nothing else.

Not to hurt anybody's feelings, the hard fact remains that a good many of the old fashioned, conventional trade marks in use today do not thus instinctively proclaim themselves as privately-owned and exclusive trade marks. They suffer from their lack of novelty. Like as not the public has seen the same standard, conventional marks used on so many different lines of goods (there is no legal bar to such repetition on nonrelated commodities) that it has come to regard the brands as little more than trade names or grade marks. Particularly is the sense of detachment or individuality lacking when the brand smacks of the geographical or consists in a near-descriptive word or slogan. Anyhow, experience has proved that undistinctive proprietary names do not incite sales as do the nicknames that are more dramatic and appeal to consumer imagination.

Superior qualities in sales stimulation would of themselves turn the tide of branding favor to the conjured or coined bits of language that mean nothing in the beginning but come, through advertising and promotion, to signify a specific specialty. But on top of this spur to turnover there is another big extra asset for this pattern. Under latter day conditions the arbitrary, fanciful trade mark is enjoying a degree of protection from imitation and infringement that cannot be obtained by the routine hack mark.

There is, to be sure, nothing in the Federal laws for protection of trade marks that provides a double standard of protection for the two classes of marks. Rather is the new found favoritism the result of a cumulative policy on the part of the higher U. S. courts, which pass upon trade mark questions and from which the administrative officials at the Patent Office take their cue. In the course of their scrutiny of the ever recurrent attempts at trade mark piracy and the even more numerous cases of innocent or unintentional infringement, the progressive

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THE MACARONI JOURNAL

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Federal judges have come to the conclusion that they must deal more sternly with invasions of invented marks than with duplications of commonplace marks.

Nor is the reason far to seek. It is no more than common sense to say that the counterfeiter who copies an absolutely unique mark (one so strange and unusual that the original would not occur to more than one mind) is of a very different guilt from the brander who subconsciously echoes a pat buy-word that he has heard or seen in other environment and that has taken on a universal significance. That is why the courts are now willing to give broader protection to trade marks that stand alone—such as Kodak and Nujol, Aunt Jemima's and Blue Goose—than is vouchsafed to standbys such as Champion, Ideal, Blue Ribbon, Gold Medal, Star, Royal and Eureka. And that is why the macaroni christener who looks to the future will do well to subscribe to the idea of the trade mark as a salesman and pick one with that end in view.

Oldest American Trade Mark

Government archives in the national capital disclose that the honor of being the oldest food company in continuous operation in the United States probably belongs to the Walter Baker company, chocolate manufacturer of Dorchester, Mass.

This company, the records show, had the honor of supplying chocolate to George Washington's continental army during the blue days of the revolution. Although now owned by General Foods Corp. the company is operating under its original name, having behind it a continuous record of more than 150 years.

The company's trade mark, "the Chocolate Girl," a reproduction of La Belle Chocolatiere, which still hangs in the Dresden Gallery in Germany, is credited with being the oldest American trade mark of record. It has been familiar to many generations of Americans.

These facts concerning the oldest American food company became public when the company recently produced its unsweetened chocolate in a new and improved form. Each of the 8 one-ounce squares in every cake of Baker chocolate is now divided by deep grooves which break off easily, which eliminates guesswork and mistakes in measurement when housewives are baking their chocolate cakes or making chocolate dessert.

Baking Course Ends With Dinner

During the past 12 weeks, salesmen, wheat buyers, sales managers and other employees of the Comraander-Larabee Corp. have participated in a practical baking course. This course was given under supervision of the Laboratory Service Division, of which C. G. Harrel is director. Commercial



« TERSE »
BUSINESS TALKS



SO BIG!

Says The Energy Trio . . .

How big are you going to be when you get your business growth? You may be big enough, physically, to reach the top shelves in office or store, or you may be big enough to lick any of your fellow workers. I don't mean that kind of bigness. I mean the kind of bigness you can develop even though you may be the shortest or the lightest of anyone in the organization.

A man must be as much as five feet, four inches tall to become a postman in England. Lord Nelson, the Duke of Wellington, Marshals Roberts and French, were too short to qualify as postmen, but their lack of physical stature did not hamper their growth in other ways.

What are you setting as your stature in business development? You may grow physically far beyond your expectations. You may have to wear a bigger hat and bigger shoes than you expected to wear, or you may never exceed five feet, four inches. That is something over which you have no control. But you will grow no bigger mentally and commercially than your aim and ambition indicate.

On the day the Hudson River Railroad was to run its first train into Peekskill, a group of small boys sat on the bank above the track, waiting for the train. Among them was Chauncey M. Depew. The boys fell to talking about what they were going to do when they grew up. "When I grow up," declared Chauncey, "I am going to be president of the Hudson River Railroad and United States senator from New York state." That was in the days when Senator Seward and Wm. K. Vanderbilt were much in the public eye.

It was more than a coincidence that Depew later filled both of those positions. His success was due to the fact that he was animated by an ambition, the goal of which was nothing less than the top. How high does your ambition aim?

bakery equipment was used throughout the course and bakings conducted each night in the week.

Such variables as fermentation time, absorption, temperature, dough ingredients, time of mixing and their influence upon the fermenting dough and finished bread were carefully observed. The action of various types of flour under different fermentation was likewise made a subject of very thorough investigation.

Some 30 or 40 members of the organization completed this course which gives them a very thorough knowledge of the fundamentals underlying the commercial production of bread and leaves them in a very competent position to be of service to the trade.

One exceedingly unique feature of this course was the use of motion pictures. Slow motion pictures taken of doughs in the process of mixing, fermenting and proofing, reveal many interesting things heretofore not seen by the eye in the baking process. These motion pictures were shown as a part of the program at the banquet.

Answered Alphabetically

Walter Winchell, columnist and popular radio broadcaster has dis-

covered a new use for "alphabet macaroni" other than an ingredient for soup. He found it serviceable as an "out" in replying to one of the hundreds of questions that were fired at him weekly by an appreciative audience.

Nightly Mr. Winchell announced a popular program in advertising cigarettes, and in his witty way gave advices, answered puzzling questions and announced news items of general interest between entertainment numbers featuring the best musical organizations of the United States and other countries. Last month he found it necessary to resort to the alphabet for an answer that is both serious and humorous. One of his listeners asked him,

"Why is it that we call it a SHIP-MENT when it goes by CAR and a CARGO when it goes by SHIP?"

Stumped for a moment, but soon he found his "out" and replied, "No matter how much you stir up your ALPHABET SOUP you can't make it spell 'Idiosyncrasies'. Try it in your new plateful of this delicious soup".

Do not fear danger. Try to meet it unafraid.

Arrange now to attend 1932 Macaroni Men's Conference.

Machine Builder Protests

The intimation that American builders of macaroni machinery "copy the ideas of others" in making mechanical equipment for macaroni and noodle plants is condemned as unfair and unwarranted by President Carmine Surico of Clermont Machine Co., Inc., Brooklyn in a letter to Joseph Freschi of St. Louis, author of an article appearing in the April issue of this magazine. In fairness to American machine builders he asks that his views be published.

"We feel that it was not the purpose of the article to intentionally reflect on our product, but your statement,—as far as machinery is concerned I would say it is in Italy where new ideas are developed, only to be copied by others, who make them their own in other countries,—that is a broad statement that indirectly reflects on us as machinery manufacturers."

"It might be true that new ideas developed in Italy same as anywhere else, but as to copying, etc., we wish to correct this insofar as we are concerned. We can honestly say that all the noodle machines we manufacture are of our own design, our own development, covered by our patents. They are the results of extensive study and research, of expensive experiments and products of our inventive ability, of which we are justly proud. As proof watch for our advertisement in THE MACARONI JOURNAL announcing another of Clermont's original and inventive contributions to the progress of this industry."

Remember that important date with your fellow manufacturers at Niagara Falls on June 14, 1932.

Food Prophets Reappear

In the 25 years since the national pure food law was passed, government officials have seen the rise and fall of a good many so-called "food prophets." And, says Dr. P. B. Dunbar, assistant chief of the Federal Food and Drug Administration, not a few have been put out of business, including one who advertised his article thus:

"This superior food is the concentrated vital essence of figs, raisins, peanuts, walnuts, barley, wheat, and celery. Three cups a day keeps old age away. This food is not a medicine. It is a wonderfully balanced food, supplying nature's essential requirements, enabling the body to take care of itself."

Since the passage of the pure food law remarkable developments in the science of nutrition have occurred. As the results of food investigations have become more generally known manufacturers have supplemented their old-fashioned food formulae by the addition of ingredients presumed to make foods better balanced and more wholesome articles of diet.

The public has acquired some education concerning food matters as well as a profound respect for these mysterious food substances. This leads purchasers

to give more emphasis to the word "health" when printed on a food label than they would have 25 years ago. Certain manufacturers knowing this have lavishly advertised their goods as having some special "health" value which the particular food does not actually possess.

Officials of the administration maintain that if any word, phrase, or sentence on the label carries a suggestion which will result in creating a false impression, the product is misbranded. It then becomes the duty of the administration to take action against any interstate shipment of such food.

A Man Who Wouldn't Be Rich

For a good many years the public followed the meteoric career of A. P. Giannini, banker on the west coast who had a penchant for repeating that he would accept no more than the most modest compensation from the \$300,000,000 Transamerica corporation of which he was at one time the head. He has been pictured as the man who daily handled deals involving millions of dollars while disclaiming any desire of substantial monetary reward for himself.

But a time came following the stock market crash in the fall of 1929 when the famous Giannini found himself impelled to retire from the presidency of the Transamerica.

Now it develops that in three years Giannini—lionized by magazines and feature writers for limiting his own fortune to a small capital sum, "beyond which adjusted point," according to Sunset Magazine "he will not allow it to accrete"—had placed to his personal credit from the cash resources of the corporation upward of \$3,700,000 in addition to \$1,500,000 given from the profits of the corporation, to establish at a western university the "Giannini Foundation" and to erect "Giannini Hall." No less than \$2,400,000 was placed to the credit of "the man who would not be rich" within a few weeks directly following the stock market crash of 1929.

Certified public accountants often impress us as people without hearts but that is because their profession makes it necessary for them to dig down deep for facts—cold facts—without regard to who gets helped or hurt thereby. A certified statement made this month by Ernst & Ernst, accountants and auditors of San Francisco and New York, relates a far different narrative than that hero legend that found its way into columns and pages describing Giannini's refusal of wealth. Their certified statement shows the extraordinary withdrawal of \$640,330.40 representing cash, personal, household and automobile expenses for the banker and his family; \$697,163.66 for stock purchases (though Mr. Giannini owns relatively little of the stock of the corporation he headed) and over a half million dollars in payment of the federal income taxes of Mr. Giannini and his family.

Regardless of how Giannini left matters when he retired, stockholders of the

Transamerica corporation may find comfort in the fact that the present management has acquired a very substantial interest in the National City Bank of New York through the merger of that bank with the Bank of America. A statement recently issued to stockholders of Transamerica says that this merger increases the current receipts of the latter corporation by approximately \$1000 daily.

In the meantime the erstwhile Giannini legend of "wealth refused" stands forth in a new and stranger light, while the former head of Transamerica continues his attempts to discredit the plan of reorganization which the present management claims will speed up the rehabilitation of the corporation to its former position.

Report early at Convention Headquarters,—General Brock Hotel, Niagara Falls, June 14.

Text Book on Macaroni Making

Ulrico Hoepli, publisher of Milano, Italy has recently announced publication of the third edition of a rare text-book on "The Macaroni Manufacturing Industry." It is a book of 840 pages that treats of the industry from its mythical origin to its modern development in Italy. The book contains an interesting chapter on the history of the industry, a treatise on macaroni making, emphasizing the mixing, kneading, pressing and drying processes, the export and import trade. The book is beautifully and fully illustrated with 327 cuts, contains numerous tables and color charts. The announcement in Italian follows:

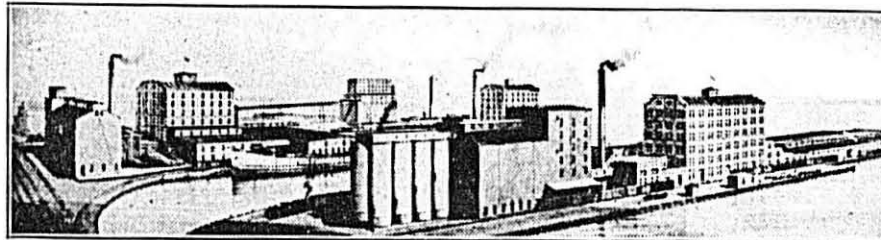
Industria del Pastificio (Maccheroni)
È una delle industrie più tipicamente italiane, oggetto di forte esportazione all'estero. Chiunque abbia in essa interessi commerciali o industriali deve provvedersi del recentissimo manuale del ROVETTA nella sua terza edizione completamente aggiornata. *Industria del pastificio o dei maccheroni*, che contiene la fabbricazione, l'impastamento, la gramolazione, il raffinamento, la torchiatura, tranciatura, essiccazione, conservazione, imballaggio, esportazione, riscaldamento, progetti, assicurazioni.

Il bel volume di xvi-840 pagine con 327 incisioni e numerose tavole in nero ed a colori costa, in elegante legatura, L. 42.

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Machine Builder Protests

The intimation that American builders of macaroni machinery "copy the ideas of others" in making mechanical equipment for macaroni and noodle plants is condemned as unfair and unwarranted by President Carmine Surico of Clermont Machine Co., Inc., Brooklyn in a letter to Joseph Freschi of St. Louis, author of an article appearing in the April issue of this magazine. In fairness to American machine builders he asks that his views be published.

"We feel that it was not the purpose of the article to intentionally reflect on our product, but your statement,—'as far as machinery is concerned I would say it is in Italy where new ideas are developed, only to be copied by others, who make them their own in other countries',—that is a broad statement that indirectly reflects on us as machinery manufacturers."

"It might be true that new ideas develop in Italy same as anywhere else, but as to copying, etc., we wish to correct this insofar as we are concerned. We can honestly say that all the noodle machines we manufacture are of our own design, our own development, covered by our patents. They are the results of extensive study and research, of expensive experiments and products of our inventive ability, of which we are justly proud. As proof watch for our advertisement in THE MACARONI JOURNAL announcing another of Clermont's original and inventive contributions to the progress of this industry."

Remember that important date with your fellow manufacturers at Niagara Falls on June 14, 1932.

Food Prophets Reappear

In the 25 years since the national pure food law was passed, government officials have seen the rise and fall of a good many so-called "food prophets." And, says Dr. P. B. Dunbar, assistant chief of the Federal Food and Drug Administration, not a few have been put out of business, including one who advertised his article thus:

"This superior food is the concentrated vital essence of figs, raisins, peanuts, walnuts, barley, wheat, and celery. Three cups a day keeps old age away. This food is not a medicine. It is a wonderfully balanced food, supplying nature's essential requirements, enabling the body to take care of itself." Since the passage of the pure food law remarkable developments in the science of nutrition have occurred. As the results of food investigations have become more generally known manufacturers have supplemented their old-fashioned food formulae by the addition of ingredients presumed to make foods better balanced and more wholesome articles of diet.

The public has acquired some education concerning food matters as well as a profound respect for these mysterious food substances. This leads purchasers

to give more emphasis to the word "health" when printed on a food label than they would have 25 years ago. Certain manufacturers knowing this have lavishly advertised their goods as having some special "health" value which the particular food does not actually possess.

Officials of the administration maintain that if any word, phrase, or sentence on the label carries a suggestion which will result in creating a false impression, the product is misbranded. It then becomes the duty of the administration to take action against any interstate shipment of such food.

A Man Who Wouldn't Be Rich

For a good many years the public followed the meteoric career of A. P. Giannini, banker on the west coast who had a penchant for repeating that he would accept no more than the most modest compensation from the \$300,000,000 Transamerica corporation of which he was at one time the head. He has been pictured as the man who daily handled deals involving millions of dollars while disclaiming any desire of substantial monetary reward for himself.

But a time came following the stock market crash in the fall of 1929 when the famous Giannini found himself impelled to retire from the presidency of the Transamerica.

Now it develops that in three years Giannini—lionized by magazines and feature writers for limiting his own fortune to a small capital sum, "beyond which adjusted point," according to Sunset Magazine "he will not allow it to accrete"—had placed to his personal credit from the cash resources of the corporation upward of \$3,700,000 in addition to \$1,500,000 given from the profits of the corporation, to establish at a western university the "Giannini Foundation" and to erect "Giannini Hall." No less than \$2,400,000 was placed to the credit of "the man who would not be rich" within a few weeks directly following the stock market crash of 1929.

Certified public accountants often impress us as people without hearts but that is because their profession makes it necessary for them to dig down deep for facts—cold facts—without regard to who gets helped or hurt thereby. A certified statement made this month by Ernst & Ernst, accountants and auditors of San Francisco and New York, relates a far different narrative than that hero legend that found its way into columns and pages describing Giannini's refusal of wealth. Their certified statement shows the extraordinary withdrawal of \$640,330.40 representing cash, personal, household and automobile expenses for the banker and his family; \$697,163.66 for stock purchases (though Mr. Giannini owns relatively little of the stock of the corporation he headed) and over a half million dollars in payment of the federal income taxes of Mr. Giannini and his family.

Regardless of how Giannini left matters when he retired, stockholders of the

Transamerica corporation may find comfort in the fact that the present management has acquired a very substantial interest in the National City Bank of New York through the merger of that bank with the Bank of America. A statement recently issued to stockholders of Transamerica says that this merger increases the current receipts of the latter corporation by approximately \$1000 daily.

In the meantime the erstwhile Giannini legend of "wealth refused" stands forth in a new and stranger light, while the former head of Transamerica continues his attempts to discredit the plan of reorganization which the present management claims will speed up the rehabilitation of the corporation to its former position.

Report early at Convention Headquarters,—General Brock Hotel, Niagara Falls, June 14.

Text Book on Macaroni Making

Ulrico Hoepli, publisher of Milano, Italy has recently announced publication of the third edition of a rare text-book on "The Macaroni Manufacturing Industry." It is a book of 840 pages that treats of the industry from its mythical origin to its modern development in Italy. The book contains an interesting chapter on the history of the industry, a treatise on macaroni making, emphasizing the mixing, kneading, pressing and drying processes, the export and import trade. The book is beautifully and fully illustrated with 327 cuts, contains numerous tables and color charts. The announcement in Italian follows:

Industria del Pastificio (Maccheroni)

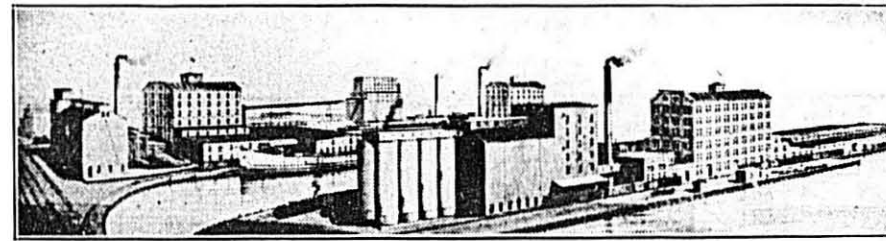
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Savory Italian Cookery

By ANN WELCOME

Director of Economic Department and Author of "Kitchen Lyrics"
That Appear Daily in the San Francisco Call-Bulletin

San Francisco, Cal.
April 29, 1932.

Editor
Macaroni Journal.

"April showers bring May flowers—we hope these Lyric-al (Spaghetti) rain drops will bring plenty of \$ \$ \$ posies into the Macaroni Men's gardens."

Ann Welcome.

Whenever my workaday soul yearns for Romance I inevitably start out on Food Trails—here, there,—it doesn't matter; with an eye ready for such, I'm sure to find it. And the last enchanting culinary bypath I wandered over was in company with a lively lady of sunny Italy.

The things I learned just watching her, though I did most wear her out asking questions.

The Italian "Pasta"

Of course, when we think of Italian foods, "pasta"—spaghetti in all its many forms comes to mind. There are from what I gather about 80 known and named patterns. And endless tricky ways of combinations for serving them—with anything and everything by way of other foodstuffs. These methods vary according to the part of Italy from whence they come—some are served with tomatoes, others with white wine and stock, dressed up with truffles and the like. Ravioli are a variation of the paste forms, in combination with vegetables, meat and savory sauce.

Popular Foods

Not so much meat is used, and when it is it is well extended with sauces and vegetables. Veal in Italy is to meat what the potato here is to vegetables—the usual, almost the inevitable. Fish and chicken are popular.

Cheeses and sausages there are in bewildering array—Parmesan and Romano are the leaders in cheese; salami is only one among the numerous sausage forms.

Vegetables rate high, and what interesting things they become—parboiled, dipped in batter and fried. This method includes cardoni, fennel, cauliflower, asparagus tips, artichokes; spinach with oil and cheese; beans in combination with tomato and sausage; green salads galore. Lettuce is often boiled and served with salt and pepper.

Frying is done with olive oil—the national shortening and dressing.

Seasoning means much—onions and herbs—marjoram, thyme, rosemary, fresh sage; these are skilfully and subtly introduced into sauce, stuffings and

meats. Surprisingly little garlic is used, and that gently insinuated into the dishes.

Savory Soups

Soups—such savory, nondescript broths and purees the Italians evolve from little though of trifles. The garnishing, likely, has a lot to do with the tastiness of these—bits of vegetables or julienne strips, vermicelli and alphabet letters, grated cheese add eye and palate appeal alike.

Sauces bouncing with dried mushrooms make savory the cheap cuts of meat; aspic dishes, antipasti; omelets, coarse black bread, tomatoes and almonds are highlights on the Italian menu.

Ripe fruits are used much for dessert—peaches, melons, grapes, figs and the like. The Italian ices and pastries are as much of a feast to the eye as they are for the palate—delicious and novel. These are served on state occasions, but are well worth waiting for.

This meal was served to me not long back, and it was good:

Antipasti and Salad

(Lettuce, tomatoes, cold boiled potato cubes marinated in oil dressing, salami, anchovies, ripe olives.)

Minestrone

(Vegetable soup—lots of vegetables, well seasoned. Parsley chopped for garnish.)

Spaghetti in Sauce

(And what a sauce!)

Italian Chicken

(Young chicken braised in white wine.)

Spinach Pie

This surely isn't its name but as I diagnosed it, it seemed to be a milk, egg and spinach custard mixture baked in a pastry crust in a square dish.

Cauliflower and Fennel

(Dipped in a fritter batter and fried after parboiling the vegetables.)

Sabayon Wafers

(Egg yolks, sugar and wine (extract?) cooked in a double boiler and beaten like everything. The sweet cooking wine extracts may do the trick. I must try it. With the wafers were served puff paste sticks—cut like cheese straws with a caramel-like frosting and a few nuts atop.)

Coffee

Spaghetti Tomato Sauce

Boil for about 20 minutes in rapidly boiling water about one-half pound spaghetti. Drain at once. Mix into it this sauce:

Put into a frying pan

4 tablespoons olive oil or chicken fat

Add ¼ pound ground lean beef or chicken giblets or

Italian sausage
Brown well and add
1 medium onion, chopped very fine
3 cloves garlic, also chopped fine
1 stalk celery, parsley chopped
1 small carrot chopped fine
¼ cup dried mushrooms soaked in hot water until soft, about 15 minutes
Salt and pepper

Fresh rosemary and
Few sprigs thyme
Add 2½ cups tomato puree
1 teaspoon sugar if tomatoes are tart.

Let cook uncovered, very slowly, at least 45 minutes, preferably longer. Pour over the spaghetti, adding the grated cheese, Parmesan or Romano.

First Hand Macaroni Information

Three hundred members of the St. Paul (Minn.) Housewives League visited the spacious plant of the Minnesota Macaroni company, St. Paul last month to get first-hand information about macaroni making. "Women are very much interested in foods of all kinds, even more so than in styles," stated Mrs. Samuel Goldstein, president of the popular organization. "No one can know too much about any food product, its nutrition and recommended ways of preparation, and that is why this organization has planned at least one educational trip a month through the manufacturing establishments of this city."

The visitors were welcomed by President E. T. Villaume and then turned over to his 2 sons Walter F. and Eugene T., who escorted them through the plant and acquainted them with the mystery of macaroni making—explaining in detail the mixing, kneading, pressing, drying and packaging processes. Each of the guests was supplied with samples and given handy recipe books showing many ways in which macaroni and egg noodles may be served to please all tastes. The club officials voted the visit one of the most interesting yet experienced.

Has New Salesmanager

B. J. Stockman, president of Duluth-Superior Milling company of Duluth, Minn., announces appointment of a new salesmanager in the person of W. E. Woolley, a durum wheat expert who will represent the organization at the 29th annual convention of the macaroni industry to be held June 14-16, at Niagara Falls. Mr. Woolley was more directly associated with the buying and grinding of durum than with semolina sales but hopes to inherit the good feelings with the semolina buyers that President Stockman long enjoyed.

The sales offices of the company are being moved from Duluth to Minneapolis while the wheat purchasing and milling departments will remain in the former city. This well known semolina firm is a unit of the Standard Milling company, New York city. Its mills at the head of the Great Lakes have a daily capacity of 5600 bbls. of flour and semolina. W. W. Sutherland, secretary of the Duluth-Superior Milling company will remain in Duluth with President Stockman pending completion of plans now under development.

Accident Prevention in Macaroni Plants

A united front, a unity of purpose backed by judgment and justice will usually win. That was again proved by the macaroni and noodle manufacturers of Missouri in their fight against the proposed higher compensation rates. High compensation insurance rates are caused by high accident ratios. What are you doing to lower them?

On the sound and praiseworthy theory that every industrial concern is entitled to the benefits of organized accident prevention the National Safety Council has just announced a practical plan for spreading the gospel of industrial safety throughout the length and breadth of the land.

Every company, large or small, regardless of whether it holds membership in the council, may have that organization's help in establishing a definite working plan for a continuous campaign of accident prevention.

The safety work of several thousand industrial members in all industries has been analyzed and the most effective technique will be made available to any plant desiring a specific course of safety procedure, without cost. The sole obligation on the part of the employer will be to provide a few essential facts from which council engineers can draw up a practical working plan commensurate with the needs of the company and applied to the specific operating problems.

Born of experience the complete industrial service is authoritative, which means it isn't so much a question of trying it as of using it. It reflects another decidedly progressive step in the work of the council for it is a definite, tested method of reducing accidents.

A description of the new service may be pretty well summarized in one word, "personalized." In the past, warfare on accidents has been directed mainly by foremen and safety engineers. The new plan takes note of the fact that it is really everybody's business. Every person connected with the plant becomes a sort of stockholder in the work. His interest is awakened and sustained through a 12 month schedule of safety contacts.

The National Safety Council will furnish full information on the new complete membership, and stands ready to help any reader of The Macaroni Journal in laying out a practical working plan for handling its accident problems, without any membership obligation whatsoever. There is a crying need, the council feels, to let the country at large know of the remarkable achievements being made in safety throughout industry. Plants and industries have reduced their accidents through concentrated and energetic safety work, 50, 60, 70, 80 and even 90% during recent years.

The council stands ready not only to help broadcast these remarkable achievements in human conservation but also is anxious to help any and all industrial concerns to get their safety work started off on the right foot.

"Industry should strive for the maximum in safety, rather than the minimum," says W. H. Cameron, managing director. "We have learned there is no halfway business about safety. No one ever gets full time results from part time efforts. Halfhearted, spasmodic safety work will never solve the accident problem. Many of the largest plants of the country are making real records in safety because they demand the maximum rather than the minimum."

That is exactly why the council has provided the new complete industrial membership plan. It points the way to definite accident reduction through an intensive, thorough and continuous campaign of safety work.

Celebrates 40th Anniversary

The Minnesota Macaroni company, whose plant is at 114 W. Fairfield av., St. Paul, Minn., celebrated the 40th anniversary of its existence on April 14, 1932. It was established in 1892



Eugene T. Villaume

with Eugene T. Villaume as its first president and he has served continually in that capacity for two score of years.

The firm when first organized was known as the Italian Macaroni and Vermicelli company and occupied small quarters at 11 West Third st., St. Paul. Seeking larger quarters it moved to 52 E. Isabel st. in 1897, remaining there 10 years. Twenty-five years ago it again moved to its present location where the macaroni concern has a

commodious plant that occupies a whole block.

Its president for the past 4 decades, Eugene T. Villaume was born in St. Paul, his father being one of St. Paul's pioneers, going to the city in 1849. Practically all his business life has been spent in macaroni making, a career in which he is training his two sons, Walter F. the company's vice president and Eugene J. the secretary-treasurer.

Let's have united action on agreed lines at convention as best means of solving our common problems.—June 14-16, 1932.

Australian Macaroni for London

(From Melbourne "Argus" Feb. 17, 1932)

Hancock's Golden Crust Pty., Ltd. of South Yarra, Melbourne, shipped to London by the "Balranald," on Dec. 2, 18 tons of spaghetti and macaroni. The shipment is the first instalment of an order for 1,000,000 cartons of the company's products placed in Great Britain. The order is for goods valued at £25,000. The success of this enterprise has been assured by the favorable exchange and the indications of Imperial preference in the near future.

W. Hancock, managing director of Hancock's Golden Crust Pty., Ltd. said recently that success on the home market had induced him to try his fortune on the English markets. The products were the result of years of experiment and were manufactured by Australians from Australian-grown wheat, the seed of which had been imported by him from America. The wheat, which was of the red variety, was now being grown extensively in South Australia and the Wedderburn district of Victoria. Mr. Hancock said that Great Britain imported 5000 tons of the products annually. There was no reason why Australia should not capture a large portion of this trade. The superior quality of the Australian product was indicated by the fact that on the local market Italians were among his best customers.

More Macaroni for Export

"A further export order of 1,000,000 packets of cut macaroni was received on Monday by Hancock's Golden Crust Pty., Ltd. Yesterday a cable message was received ordering for immediate delivery 500,000 packets of long macaroni, and in addition 50 tons a month for the next 12 months. The factory is working 3 shifts a day, with a greatly increased staff to cope with these orders, which have given work to other industries. More than 50 tons of special cardboard has been ordered and more than 5 tons of paper for labels. The mills will be kept working 3 shifts a day to provide the semolina used in the manufacture of the macaroni. The firm grows its own durum wheat and more than 20,000 bags specially grown in South Australia were harvested this year."

Macaroni Machinery Exhibit

With the approval of Signor Mussolini, head of the Italian government, the National Fascist Federation of the Baking and Kindred Trades of the National Fascist Confederation of Commerce of Italy will supervise a series of exhibitions of special interest to the baking and macaroni making trades. Macaroni makers and bread makers everywhere have been invited not only to attend, but to submit exhibits of their products in what is advertised as the most important international exhibition

scientific and technical aspect of bread making.

The National Exhibition of Edible Paste Making will be held at the "Littoriale" of Bologna, the exhibits to be in 3 groups. Group 1—Bolting and mixing machines, kneaders, screw and hydraulic presses and moulds; also dough rollers, machines for making pastes of all shapes and types, cutters, slicers, including machines for making "Gnocchi," "Ravioli," "Cappelletti," etc.

Group 2—Apparatus for drying and

A general view of the grandiose and impressive ruins of the "Markets of Traian," Rome, Italy, as brought to light by excavations directed by the government. In these markets the merchants of Ancient Rome sold crude forms of alimentary pastes or edible pastes, a food which these ancients adopted and developed. (In the background is Nero's Tower.)



One of the halls in which are seen the ancient Roman shops in the "Markets of Traian," Rome, Italy, where macaroni products were sold to ancestors of the modern lovers of these edible pastes.

ever held and at which there will be shown not only the varied finished products but the many machines used in their production.

The interest and cooperation of the National Macaroni Manufacturers association and of its component members are solicited by Ing. Arnaldo Luraschi, president of the Federazione Nazionale dei Pnaificatori ed Affini, Roma, Italy. The several exhibitions are scheduled as follows:

At BOLOGNA, ITALY—June 15 to July 15, 1932—A national exhibition of macaroni and edible pastemaking machinery and exhibit. A national exhibition and competition of all types of bread made in the provinces of the Kingdom of Italy.

At ROMA, ITALY—June 19 to 30, 1932—An international exhibition of types of bread used in the different countries. From June 23-26, an international congress on the

humidifying, including caissons, apparatus for ventilation and suction.

Group 3—Automatic machines for packing edible pastes—wrappings, cartons and sundries.

Products and machines intended for exhibit at any of these expositions will be admitted duty free by a special act of the government and prizes will be awarded winners in the various classifications. The exhibitions which will be arranged to interest machine makers, manufacturers and bakers as well as consumers should attract people from all nations.

The International Exhibition of all types of bread made throughout the world will be held among the ancient and impressive ruins of the "Markets of Traian" (adjacent to Traian's Forum) an antique Roman monument, once the center of commercial life of Imperial Rome. "Beneath the smiling sky of Italy, in Rome, the Eternal City" says the official invitation, "mid scenes so rich with

historical memories and admirable masterpieces of art, amid the quiet industriousness of the whole Italian people, our colleagues of every country will receive a most cordial welcome and our generous hospitality."

Remember that important date with your fellow manufacturers at Niagara Falls on June 14, 1932.

Diet in Depression Times

Opinion of health authorities seems to be divided as to the effect of the economic depression on the health of the people particularly with respect to diet. It seems to be a majority opinion that most people eat too much anyhow and that the more prosperous have benefited by a restricted diet. The less fortunate are believed to have been affected adversely by an enforced reduction in amount, quality and variety of food.

But however they may differ on this point, scientists and physicians seem to agree that plenty of milk, fruits and vegetables, a reduction of meat and stimulating beverages, form in general a diet that not only protects the individual against infectious disease but adds materially to his well being and enjoyment of life.

Men and women prominent in the public eye whose callings and activities require unusual energy and stamina have adopted diets which in general coincide with those laid down by eminent dietitians as those best suited to the needs of mankind under present conditions.

Premier Mussolini of Italy and Bernard Shaw, celebrated Irish writer, are 2 outstanding examples of health and vigor through careful living. So are Jack Dempsey and Gene Tunney, former heavyweight champion boxers. Babe Ruth, veteran of the major baseball leagues and towering figure in the sports; Ellsworth Vines, lawn tennis champion of the United States, all have diets in accordance with the recommendations of science. In addition they all have regular and sufficient periods of sleep, exercise judiciously and avoid all stimulants, including tea and coffee.

Added to this list are Helene Madison, champion woman swimmer of the world at virtually all distances; Stella Walsh, champion girl sprinter; Jackie Mitchell, only girl pitcher in organized baseball; Mme. Galli Curci, famous diva and Gertrude Heikes, girl health champion of the country.

Surely a cosmopolitan list and one sufficiently representing all walks of life to form an interesting corroborative clinic of the accuracy of scientific opinion in recommending a diet policy for the health and well being of the public.

WANTED: Your presence and cooperation at Macaroni Men's Convention at Niagara Falls, June 14-16, 1932.

"Economy Does Not Mean the Neglect of Essentials"

The Macaroni Die is an essential factor in your success in obtaining Better and More Attractive Macaroni.

YOU take a decisive step toward MAXIMUM PROFITS when you replace old or inefficient dies with MALDARI'S BETTER MADE DIES.

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Changes World Wheat Situation

A marked change in the world wheat situation as a result of the poor condition of the winter wheat crop in the United States is reported by the bureau of agricultural economics, U. S. Department of Agriculture, in its April report on world wheat prospects.

The bureau estimates total supplies of wheat in the United States for the 1932-33 crop year will be about 150,000,000 bu. less than in the 1931-32 season. The April 1 estimates of 458,000,000 bu. of winter wheat and an average spring wheat crop would give a total crop of about 700,000,000 bu., plus an increase of 20,000,000 to 50,000,000 bu. in the carryover. Combined production this year may be less than 700,000,000 bu. because there is evidence that spring wheat yields in some regions may be below average.

Although there will be a large quantity of wheat which can be exported from the United States during the remainder of this and next season the bureau says that "present indications as to the winter wheat crop appear to give assurance that there will be no forced selling of wheat in the export market due to lack of storage space, and foreign buyers will not be assured of a considerable volume of exports from the United States regardless of price. Furthermore, with the first quarter of 1932 passed and the heaviest of the new crop movement from the Southern Hemisphere out of the way, importing countries appear to be more interested in obtaining supplies from the United States and Canada to help fill out their import requirements."

Remember, YOU are dated for June 14, 1932.

A Painful Disclosure

From Chicago comes the harrowing report that macaroni is being sold to a large distributor as low as 46c a case,—24 7-oz. packages. Somewhat less than 2c a package.

"Wonder who is paying for the manufacturer's semolina,—or is he using that grade? How does he get his containers, cartons and labels? Is he resorting to 'hijacking'? Where does money for commissions, salaries, wages and general expense come from?"

These are among the many questions asked by innocent competitors who are made to suffer by such unwarranted acts, but to which there can be given no sensible reply. In the face of the ruinous price cutting that seems to be rampant throughout the whole industry at this moment, such acts merely emphasize the fact that the macaroni trade is sluggish, perhaps more sluggish than it has ever been in the history of the industry in this country and that there is consequently more judgment and common sense than ever. How will this particular manufacturer justify the increase that must surely come with higher prices for raw materials and accessories and the crea-

tion of necessary profits if the business is to keep going?

Moral—"Better a small business with reasonable profits than a so-called large business at a loss."

Two Stars Plan Meeting

Every year the members of the Two Star Club meet in connection with the annual convention of the National Macaroni Manufacturers association and this year plans have been completed for their annual conference on Tuesday June 14 in the General Brock hotel, Niagara Falls.

Semolina and farina sales, credits, deliveries and other topics will feature the half-day program after which officers for the ensuing year will be selected. The membership of The Two Star Club is restricted to district representatives of the Minneapolis Milling company. Seven members constitute the roster of the club this year. One of them, Harry S. Leviston of Boston will not be present, as he is now in Europe with his wife and does not plan to return until midsummer. The others are:

Martin Luther of Minneapolis, Grand Star; T. S. Banks of Buffalo, E. O. Challenger of New York city, J. J. Rodgers of Philadelphia, A. P. Cole of Pittsburgh and Emmerich Mears of Baltimore.

New Cheese Delicacy

A new delicacy created for the connoisseur—Kraft Creamed Old English Cheese—makes its appearance in the world of fine cheeses this month, according to J. H. Kraft, vice president in charge of sales of the Kraft-Phenix Cheese Corp.

Introduction of this new creamed, full flavored cheese reveals the most interesting modern development in the production of cheese in this country, and in the increasing demands of our national cheese appetite, Mr. Kraft said.

"American tastes are demanding, more and more, a 'sharp' or 'snappy' cheese of full, rich flavor which has the advantages of creamy, smooth-spreading texture. Kraft Creamed Old English is the answer to this demand. This new cheese is a blend of rare, aged cheddar cheese, pasteurized with added cream. It was evolved in the scientific laboratory and created especially to appeal to epicurean tastes. The cheddar cheese used in the making of Creamed Old English is of the true Old English type, famous in England for centuries."

The finest domestic cheddars, ripened to rich sharpness, are the basis of the new cheese delicacy. To this cheddar cheese is added full cream. The texture of the pasteurized half pound loaf is smooth as butter. Creamed Old English spreads and melts readily. It is suited to our growing national taste for cheese of sharp but mellow flavor and blends nicely in combinations such as Macaroni au Gratin, spaghetti and cheese, etc.

One Menu for All

Many conscientious mothers used to prepare 2 sets of meals. They did this so that the children would not have to eat rich, highly seasoned, or heavy foods. Ideas about food have changed, however, and nowadays specialists in child nutrition recommend one menu for all, with very slight modifications that should not involve extra cooking.

The relation of proper diet to good nutrition for persons of all ages is now better understood, says the Bureau of Home Economics, U. S. Department of Agriculture. There is a noticeable trend toward simpler dishes, less seasoning, more fruit and vegetables, and fewer starchy, rich, heavy foods for adults, while children get a variety of vegetables and other coarser foods at an earlier age. Better storage facilities and wider distribution of the perishable vegetables and fruits have also contributed to the general change.

The mother can now plan menus from the wide variety of wholesome foods available, feeling certain that they will be satisfactory to the adults in the home and suitable for the children. Slightly smaller portions are given to the children, according to their ages. If the adults like condiments, children's portions can be removed from the dish before the high seasoning is added. Rich sauces may be omitted from the plate that is filled for a child. In the case of pies and other rich desserts children may have the filling only, or some fruit may be substituted.

Star Dies in New Quarters

Finding themselves cramped for space in their old quarters at 47 Grand st. New York city, the proprietors of The Star Macaroni Dies Manufacturing plant decided to remove to larger quarters and the firm is now located at 57 Grand. In that spacious building, new machines and equipment have been installed to take care of growing business in die making and repairing.

New "National" Company

Last month incorporation papers were filed for the National Macaroni Company, Inc. Libertyville, Ill. The incorporators are G. G. Hoskins, C. F. Greenwood and A. W. Greenwood. The new company's capital consists of 200 shares of no par value stock. It was organized to sell and deal in macaroni, spaghetti and egg noodles.

APPROPRIATE REQUEST

A loud mouthed driver crowded a husky farmer over into the ditch. Without any argument the farmer proceeded to give the road hog a nice lacing. As a climax this rural giant picked up the motorist and hurled him bodily over the side of the road into an adjoining field.

"Now what have you got to say about it?" asked the farmer.

"Nothing," said the road hog, "excepting that perhaps you'll be good enough to throw me my flivver."

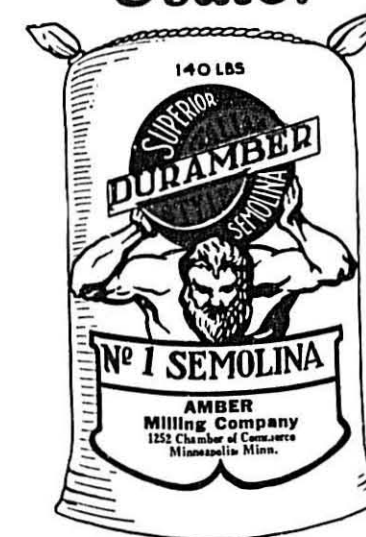


"Announcing"

Thru Your Patronage We
Have Outgrown Our
Present Quarters, and
Announce to the Trade
Our Moving
into Larger Quarters to
Better Serve You

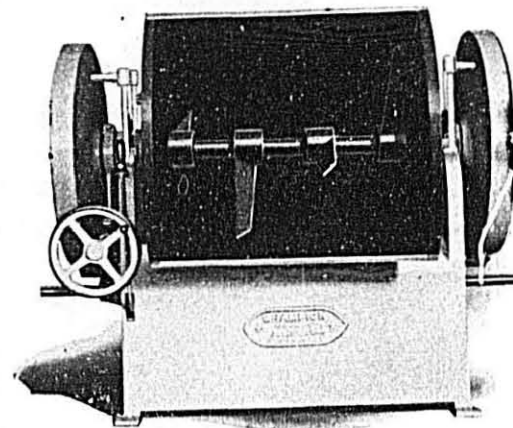
THE STAR MACARONI DIES MFG. CO.
57 Grand St. New York City

PER PASTA PERFETTA
Usate!



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

One of these days
you'll also get a CHAMPION---



for Champion equipped plants are the successful plants in the macaroni and noodle making industry.

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

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

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

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

CHAMPION MACHINERY CO.
Builders of Champions for 44 years
JOLIET ILLINOIS

Grain, Trade and Food Notes

Pillsbury Staff Changes

After May 1, 1932 Dwight Yerxa, vice president and eastern general manager of Pillsbury Flour Mills company will transfer his headquarters from Buffalo, N. Y. to the head offices of the company at Minneapolis.

From the Buffalo office I. C. Magrath, division salesmanager for New Jersey, Pennsylvania and Maryland will establish headquarters in Philadelphia, while H. W. Brown, division salesmanager for New York and New England will transfer his office from Buffalo to New York city, at 21 West st.

Milling Red Cross Wheat

During the latter part of April the mills of the Duluth-Superior Milling company at the head of the Great Lakes were busy grinding approximately 500,000 bu. of farm board wheat assigned by the Red Cross for relief of suffering and want in the nearby districts.

Cereal Chemists' Invitation

Dr. C. G. Harrel, president of the American Association of Cereal Chemists, extends invitation to macaroni manufacturers to attend the annual convention of his organization in Detroit, Mich. May 23 to 26, 1932. He says: "It gives me great pleasure in behalf of the American

Association of Cereal Chemists to extend a cordial invitation to members of the American Chemical society, the American Medical association, the National Macaroni Manufacturers Association and the many other societies and organizations whose interests lie in similar fields, to be present at our annual meeting, May 23 to 26.

"Other organizations engaged in industrial application of scientific work, such as the American Society of Bakery Engineers, the Association of Operative Millers, the American Bakers association, and like organizations will find a cordial welcome, and in these sessions many practical problems under discussion.

"The teachers of chemistry, domestic science and allied sciences of our great educational system, will find papers of primary interest to their fields of instruction. Our association desires to make their acquaintance at the Detroit meeting."

Average World Wheat Crop

Government agencies that have studied international marketing of bread wheat issue the report that the average wheat crop of the world for the last 3 years, 1929, 1930 and 1931 was in excess of 4,600,000,000 bu., exclusive of China for want of reliable statistics in that country.

Macaroni Imports and Exports

Figures covering the export and import of macaroni products of all classes compiled by the Bureau of Foreign and Domestic Commerce continue to show a decline in this trade both ways. The monthly imports continue to be lower than the exports in quantity but not in per pound value.

Imports

The imports for February 1932 totaled only 162,112 lbs. valued at \$12,255 as compared with a total of 229,512 lbs. costing \$16,316, the import for February 1931.

For the first 2 months of 1932 the imports were 316,287 lbs. worth \$23,917. In the same 2 months last year we imported 445,003 lbs. for \$31,828.

Exports

The export of domestic macaroni products to 37 foreign countries and insular possessions in February 1932 was placed at 373,946 lbs. costing \$25,865. During February 1931 the quantity and value of the American macaroni exports were slightly higher, amounting to 389,742 lbs. worth \$30,831.

For the first 2 months of 1932 this business showed a loss of nearly 20%

from the 1931 figures. For last January and February the exports totaled 712,396 lbs. worth \$48,107 as compared with 944,025 lbs. worth \$70,469, the exports the first 2 months of 1931.

Below is shown the countries to which American macaroni was shipped in February 1932, the quantity and value of such export.

Countries	Pounds	Dollars
Germany	380	64
Irish Free State	4,080	275
Poland & Danzig	380	64
United Kingdom	84,663	6,007
Canada	78,861	7,204
British Honduras	785	60
Guatemala	436	22
Honduras	6,804	331
Nicaragua	2,090	96
Sanama	42,281	2,285
Salvador	96	16
Mexico	9,458	645
New Foundl'd & Labrador	3,073	183
Bermudas	84	7
Trinidad & Tob.	130	22
Other B. W. Indies	510	63
Cuba	25,914	1,391
Dominican Republic	13,806	646
Neth. W. Indies	340	35
F. W. Indies	196	13
Haiti, Rep. of	4,942	267
Virgin Islands	718	12
Colombia	122	12
B. Guiana	300	33
Venezuela	644	104
China	59,825	3,186
Japan	12,122	838
Philippine Islands	9,583	1,072

British Oceania	46	5
French Oceania	750	47
New Zealand	2,580	148
Union of S. Africa	4,398	461
Gold Coast	76	8
Other F. Africa	23	2
Morocco	3,450	203
Hawaii	63,714	4,309
Porto Rico	16,676	1,354
Total	454,336	\$31,528

Awarded Cereal Chemist Medal

Dr. Clyde H. Bailey, professor of agricultural biochemistry in the University of Minnesota and cereal chemist in charge of the section of cereal chemistry in the Division of Agricultural Biochemistry in the Minnesota agricultural experiment station, has been awarded the Thomas Burr Osborne gold medal of the American Association of Cereal Chemists "for distinguished contributions in cereal chemistry." The formal presentation of the medal will be made at the annual meeting of the association May 23-26 at Detroit.

This medal was established in 1925 by the American Association of Cereal Chemists "to honor those scientists who have contributed signally to the advancement of our knowledge in this field of specialization—the award to be made only at such times as were justified by unusually meritorious contributions." The first award was made in 1928 to Thomas Burr Osborne, after whom the medal was named, for his classic studies in the field of plant proteins in general and the proteins of the cereals in particular. Dr. Bailey will be the second recipient of the Osborne medal.

Retail Grocers to St. Louis

On June 6 to 9, inclusive, the National Association of Retail Grocers will meet in annual convention in St. Louis, Mo. and arrangements have been made for entertainment of grocers from every state in the Union and from Canada. Secretary-Manager C. H. Janssen of the organization which is dedicated to the service of the individual retail grocer has announced a splendid program of keen interest to all food manufacturers, wholesalers and retailers and St. Louis is expected to attract as large an attendance as usual.

While the program features some fine business addresses and helpful activities the social features have not been overlooked. Elaborate preparations have been made by the St. Louis Retail Grocers association and the St. Louis Association of Manufacturers Representatives for entertainment of the visitors. The macaroni men's group of the latter organization has appointed a special committee to encourage the attendance of macaroni manufacturers and distributors and to help entertain them during their stay. This committee consists of L. S. Vagnino, P. Scilesinger, S. D. Alessandro, F. Mercurio and T. J. Mitchel.

WANTED: Your presence and cooperation at Macaroni Men's Convention at Niagara Falls, June 14-16, 1932.

Macaroni Trade Winds

Culled From Early May Items

Balmy weather and refreshing discussions are the outlook for June 14 and 15, the dates of the 1932 convention of the Macaroni Industry at Niagara Falls.

* * * The depression has had an effect on the telephones according to facts reported for the first quarter of 1932 when 280,000 more telephones were disconnected than were installed.

* * * Gasoline prices advanced One Cent. Is that a harbinger of a general advance in commodity prices? * * * World oil war to end soon. Agreement near between warring factions that will establish fair but profitable prices. Macaroni men take heed.

* * * The Great Atlantic and Pacific Tea Company has voted its regular dividend of \$1.50 per quarter and an additional dividend of 25c a share. * * * For the first quarter of 1932 the chain store sales is estimated at \$757,150,791.00 a decrease of 11.7 per cent from sales of the same period last year.

* * * If the sales reported by the mail-order houses denote the trend in buying, the public is still most cautious. Montgomery Ward & Co. report total sales for April as \$16,168,559.00 as compared with \$20,558,449.00 in April 1931, a decrease of approximately 21.35 per cent.

* * * "Abuse of the Energy Trio Emblem" is a matter receiving serious consideration by the officers of the National Macaroni Manufacturers Association who are determined to protect the organization's right of ownership. The use of the emblem on "low-grades" and "sub-standard" macaroni is particularly distasteful.

* * * The Illinois Central Railroad Company put 2,600 men back to work the first week of May.

QUALITY FARINA

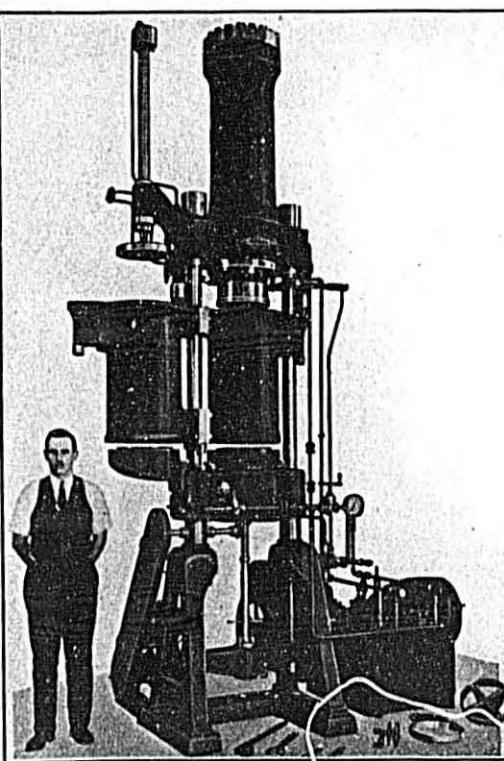
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Farina Manufacturers

The Moundridge Milling Co.

Moundridge, Kansas

Our Farina improves the flavor of your product



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The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903

A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association as its Official Organ.

Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

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

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Single Copies . . . 15 Cents

Back Copies . . . 25 Cents

SPECIAL NOTICE

COMMUNICATIONS.—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES.—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising . . . Rates on Application

Want Ads . . . 50 Cents Per Line

Vol. XIV May 15, 1932 No. 1

The Right Way

Business has not been so good in recent months with the Roundup Macaroni company of Roundup, Mont. but its proprietor has not lost his sense of fairness and continues to attend to affairs in a businesslike manner. Finding it necessary to economize he asks a temporary discontinuance of his subscription to The Macaroni Journal and does it in a way that is creditable and that should serve as an example to many larger firms that are more careless. The firm advises:

Roundup, Mont., April 22, 1932.
National Macaroni Manufacturers Association
Braidwood, Illinois.

Dear Sirs: Please discontinue our subscription to The Macaroni Journal for the present and let me know how much, if anything, is owed on it to date.

Very truly
Roundup Macaroni Company.

(Despite the small annual charge for the official organ of the macaroni manufacturing industry in America whose welfare it continually promotes many fail to heed requests for payment of subscriptions. It is encouraging to note the attitude of the Roundup firm. Congratulations!—Editor.)

Another Dumping Dilemma

A certain market is alluring. A macaroni manufacturer who has not consolidated his own defenses in his natural territory plans to "take that distant market" by storm. Here's the result as explained by a manufacturer in the middle west:

"A certain macaroni firm came into this market, doing considerable advertising, specialty men, bill boards, couponing, shipping its products in here in carloads and warehousing, and after doing all this for several months finally decided to quit and at the time having several hundred cases of macaroni and spaghetti

in the warehouse dumped it in this market by selling 7 oz. package goods as low as 40c per case and bulk goods at 2½c per lb. and now has gone bye-bye." The "market seeker" has had his fun; it cost him much money; what does he care? Did he not make trouble for all

his competitors and is there not some satisfaction in that? Just such silly reasoning and such un-economic sales attempt is what is doing the macaroni trade irreparable harm. What can the National association, the whole industry or any one do about it?

Packers Lose Decree Fight

The long fight of the "Big Four" packers for modification of their consent decree came to a disastrous end early in May when the supreme court refused to modify their antitrust agreement that would permit them to engage in the wholesale grocery business and other lines unrelated to meat packing. This was brought to a finish litigation that dates back to 1920 when 5 meat packers, Armour, Swift, Cudahy, Morris and Wilson companies consented to a decree enjoining them from violating the Sherman antitrust act, forcing them to dispose of stockyards and grocery interests.

Within a short time after making the agreement with the government, two or three of the leading packers felt that the consent decree was too drastic and that changed conditions of distribution, particularly the development of the large chain store organizations, put them to unfair disadvantages and they have insistently demanded a modification of the decree voluntarily entered into over 10 years ago. Their contention was strongly opposed by the government, by the National Grocers association and the American Wholesale Grocers association.

Abandon Macaroni Field

Some years ago some of the packers threatened to become a very important

factor in the macaroni manufacturing field. Armour and Company controlled a large producing plant and marketed the country with their brand sold through the numerous outlets, but soon decided that it was an expensive experience and not only disposed of their plant and equipment but entirely abandoned the macaroni field.

The decision upholds the government in its appeal from a previous ruling of a lower court,—the District of Columbia Supreme Court—which a year ago held that economic conditions had so changed during the last 12 years that the packers were entitled to a modification of the decree.

The distributors are quite naturally pleased with the decision which brings to a close a case that has been the principal concern of the legal department of the 2 wholesale organizations for over a decade. The final ruling definitely prevents the entry of the consenting packers into the grocery distribution field.

Arrange now to attend 1932 Macaroni Men's Conference.

A Correction

What a big difference an error in only one letter makes! In reporting the dividend declared by General Mills, a letter "b" was used where the letter "m" should have been used, making the total dividend "a tremendous sum" as one of the sharp-eyed readers put it. Naturally we regret the error and hasten to make correction.

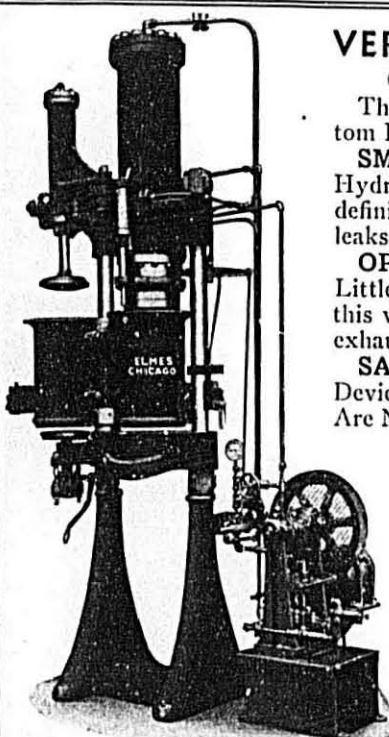
There is one satisfaction in the case, however,—it proves that the Macaroni Journal IS READ. To the many readers who called our attention to the error or slip,—Thanks! To the firm concerned, our apology. We'll be more careful hereafter.—Editor.

Incorporate Tanzi Company

Articles of incorporation were filed last month in New York by the Guido Tanzi Macaroni company through its attorney, L. E. Ruisi of 1036 Bedford Av., Brooklyn. The firm will manufacture and deal in macaroni products of all kinds. Its capital stock totals \$20,000. Particulars as to the personnel of the company and location of its plant have not been announced.

WANT ADVERTISEMENTS

WANTED—Position as Foreman. 23 years' experience in macaroni making and drying. Good references. Ovid Ciofani, Oriskany Falls, N. Y.



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** HYDRAULIC MACHINERY ENGINEERING WORKS
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EDUCATE
ELEVATE
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OUR OWN PAGE
*National Macaroni Manufacturers
Association*
Local and Sectional Macaroni Clubs

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

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The President's Message

MACARONI MEN—IT'S YOUR CONVENTION

It's an old American custom, it is said, and it's a good one as all will agree, for members of a trade to meet annually or oftener to ponder on the problems that confront the industry and to seek their solution by group action when found to be beyond the control of the individual.

In that spirit the National Macaroni Manufacturers Association will hold its Twenty-Ninth Annual Convention at Niagara Falls June 14 to 16 and in that spirit all the progressive macaroni and noodle manufacturers and our allies are cordially invited to make that conference *their convention*, to make its success *their concern* and to give it the benefit of *their attendance, their experience and their advice*.

In my judgment it is not necessary to invite any business man to do what is clearly a business duty, therefore this is being issued more as a reminder. We will ever welcome the cooperation of the better class of manufacturers and to that group the convention doors are always open.

A well balanced program has been prepared for the two days of business. Every macaroni manufacturer, every noodle maker, all machine builders and all allies who supply semolina, farina, cartons, containers, labels, eggs and other necessary supplies will find something of interest in the topics set for discussion. Qualified leaders of discussion have been selected with care with the result that the whole program will be found interesting, enlightening and educational.

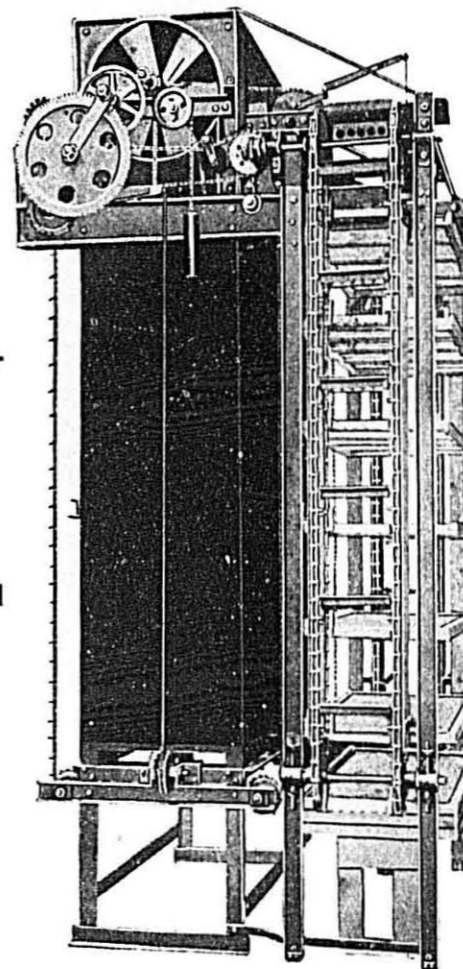
In conclusion, let me remind you that this is a convention of the friends of the American Macaroni Industry, for the macaroni and noodle men of the country, by the manufacturers themselves. It will be as successful as the manufacturers themselves wish to make it. It will accomplish through cooperative action what individuals cannot do or cannot afford to try.

Lest you forget, the convention will be held in the General Brock hotel, Niagara Falls, Ont. June 14 to 16, 1932. May not the hope of helping to better existing conditions be the means of bringing you into our midst and giving us the benefit of your counsel and judgment.

Yours for closer cooperation
(Signed) FRANK L. ZEREGA,
President.



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30% Moisture Uniformly Removed

Improves the Finished Product

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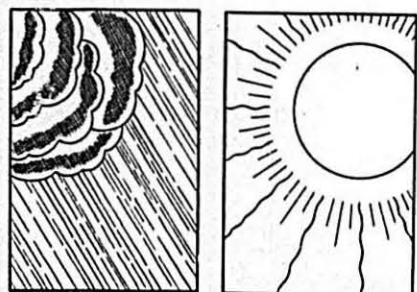
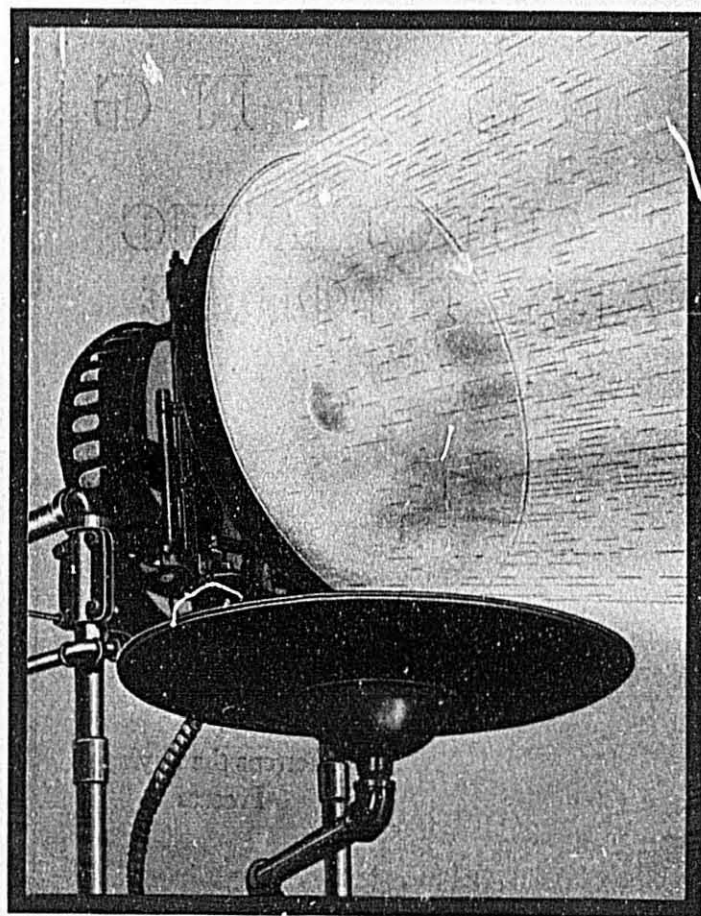
Clermont Machine Company, Inc.

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Brooklyn - New York

WATCH US GROW

WATCH THE INDUSTRY GROW



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

*We can manufacture
rainy weather..or a drought!*

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

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

PILLSBURY'S *Semolina*