

**THE
MACARONI
JOURNAL**

**Volume XIV
Number 9**

**January 15,
1933**

The
Macaroni Journal



Minneapolis, Minn.

January 15, 1933

Vol. XIV No. 9

Our 1933 Wish

To the Macaroni and Noodle
Manufacturing Industry of America
we wish----

365 Days of Better Business

To help attain it we pledge our
fullest cooperation.

National
Macaroni Manufacturers
Association

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

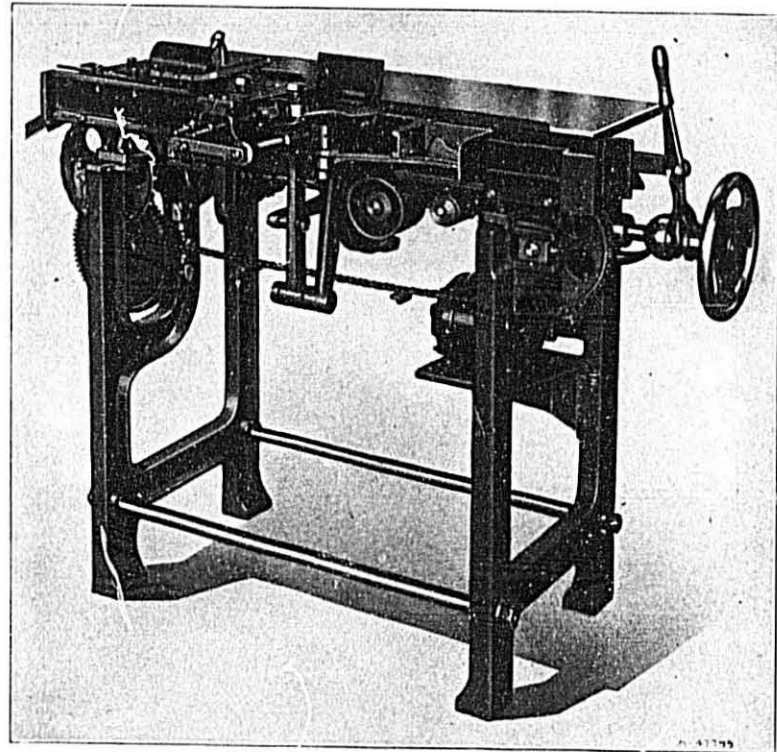
LOWER YOUR PACKAGING COSTS WITH PETERS MACHINES

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

The Peters Junior Folding & Closing Machine has an average production of 35 to 40 cartons per minute, and will save the labor of four girls working by hand.

Priced at one-third the cost of standard models, this sturdy efficient machine requires only a small initial investment which is soon repaid by savings effected.

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Peters Machinery Co.

GENERAL OFFICE AND FACTORY

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



January 15, 1933

THE MACARONI JOURNAL

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A New Year of Hope

Things do appear badly muddled. The Macaroni industry, like other lines of business has suffered seriously from the depressed conditions that are lasting overlong. But still there exists a spark of hope for betterment in the near future.

At the opening of the New Year of 1933 we send you a little message in verse, knowing neither the author nor its source. May it help to raise your spirits and brighten the outlook for the New Year.

Because it rains when we wish it wouldn't,
Because men do what they often shouldn't,
Because crops fail, and plans go wrong—
Some of us grumble the whole day long.
But, somehow, in spite of the care and doubt,
It seems at last that things work out.

Because we lose where we hoped to gain,
Because we suffer a little pain,
Because we must work when we'd like to play—
Some of us whimper along life's way.
But somehow, as day will follow the night,
Most of our troubles work out all right.

Because we cannot forever smile,
Because we must trudge in the dust awhile,
Because we think that the way is long—
Some complain that life's all wrong.
But somehow we live and our sky grows bright,
Everything seems to work out all right.

So bend to your trouble and meet your care,
For the clouds must break, and the sky grow fair.
Let the rain come down, as it must and will,
But keep on working and hoping still,
For in spite of the grumblers who stand about,
Somehow, it seems, all things work out.



The Seal of Uniformity

THIS seal on a sack of semolina means that the purchaser is doubly protected.

Two Star Semolina is milled under a double check system, which assures perfect uniformity.

Our testing mill—one of the most complete and finest in the country—determines what durum wheat measures up to our standards. Our vast storage facilities enable us to buy this desirable durum and have it on hand throughout the year.

Throughout the milling of Two Star Semolina a most exacting control is exercised. At regular intervals each day it is tested 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

JANUARY 15, 1933

Number 9

Injurious Macaroni Publicity

To millions of people in America macaroni products are still a new, untried and much under-appreciated food. Though many millions of dollars have already been spent cooperatively and individually by progressive manufacturers in teaching consumers the real food and economic value of macaroni, spaghetti and egg noodles, much more remains to be done in the way of educational publicity if our people are to fully realize the many delightful ways in which this nutritious food can be served, either as the main dish of the meal or as a pleasing change.

But even the best intended promotional plan, the most favorable publicity campaign can be undone, immediately and completely by thoughtlessness on the part of well-intentioned manufacturers. Recently our attention was called to a case of this kind; its frequent recurrence is doing irreparable harm. A staff photographer in search of what he believes to be interesting subjects is permitted to enter a plant in one of our midwestern cities. He visions reader-interest in an illustrated story of how macaroni and spaghetti are made, and with the permission of the proprietor proceeds to take photographs of the several processes. The owner, seeing only the free advertising he hopes to get for his product and his plant, overlooks one important thing—the proper setting for the photographs taken. The result is unfavorable publicity from which he and all other macaroni manufacturers suffer. The background has not the spick-and-span appearance that it should have; the employes are not shown to their best advantage; there is too much unnecessary and unnatural handling of the products in several stages that emphasizes the old, obsolete methods of macaroni making rather than the modernly mechanized processes.

The objectionable photographs referred to appeared in the artgravure section of several newspapers and are being copied by the press of the smaller cities in the belief that they have the reader-interest which they all seek to promote. For this reason too much care cannot be exercised by the manufacturer to prevent unfavorable publicity of this nature. Machinery, as we manufacturers all know, takes care of practically every step of the processing from unload-

ing of the raw materials to the packaging of the finished product. It is true there are still some operations, particularly with long goods, that require the use of hands, but here gloves are used in many plants; so any undue showing of hand mauling of macaroni products is to say the least, not good publicity.

Plant sanitation and employe cleanliness are getting more and more attention from the progressive manufacturers. It is being demanded more and more by consumers. Because of this protective legislation has been adopted and proposed in state and nation. Manufacturers and distributors of food products that do not have a natural protective covering, such as potatoes, oranges, etc., are now having them carefully wrapped and packaged. Gone from the up-to-date grocery is the unprotected pile of dates, the open cracker box, the uncovered sugar barrel, the mussy kraut keg, the slimy pickle vat and the dusty bins for bulk goods of any kind. The motive behind this movement is for cleanliness and preservation of the contents.

Prominent in the best stores in the country are egg noodles and other macaroni products in transparent wrappings that give the contents that helpful eye appeal and that insure cleanliness of the food. On the shelves are window cartons showing macaroni, spaghetti and short goods to advantage. On the counter lie wrapped pound packages of bulk macaroni and spaghetti while on the floor are 5 and 10 pound boxes in dust proof containers. Even the larger wooden box has a glass covering or a screen to keep the contents clean.

Why, then, spoil all these worthy efforts by an unfavorable publicity stunt such as that which is made the subject of this article? The macaroni industry cannot get too much good advertising. For that reason the proprietors should see to it that only a true picture of modernized manufacturing be given the public either in the way of photographs or stories. Cleanliness of plant is a paying investment and should have the attention of every food purveyor. Advertise macaroni making but do it as it should be—at its best, remembering that irreparable harm may be done this worthy product by carelessness and thoughtlessness.



Taking Care of New Machinery Costs

Sensible Depreciation Charge-offs Pave Way for Smooth Replacements and Have Salutary Effect on Price Schedules of Manufactured Products

It is sometimes difficult for the manufacturer who has been in business many years to realize that the machinery he uses in his plant and with which, perhaps, he started in business, has outlived its usefulness when compared with the efficiency and work of the new types of equipment. Too often the owner remembers only the capital cost, and forgets that he has already received more than due service for that money.

Only once in a great while do we find men of the kind who told me his company had thrown out \$15,000 worth of machinery because the march of progress and changing conditions made such a course of action desirable. There can be no question that it requires real nerve and courage in a business sense to do such things. Neither is there any doubt that the manufacturer who is farsighted enough to make such a move often puts his business on a better footing than it ever was before.

The maker of macaroni and allied products, in common with leaders in other lines finds it difficult to junk or to sell as second hand machinery in which he has invested considerable capital, even when common sense and carefully figured plans show that such changes would be for the best. Yet progress in a big way cannot come through the use around the plant of anything that could be replaced by something better.

Even in the midst of economic upsets and depression like we are now

experiencing improvements are constantly being introduced, and the macaroni manufacturer who does not keep up with them is terribly handicapped, both now and later. While he waits for good times to return before he makes any changes his plant becomes such a back number that he is not ready to grasp even the opportunities of the present.

To overcome the feeling that it is too much expense at one time to throw out machinery of ancient make, use a system of charging depreciation against each new machine or piece of equipment you buy. This depreciation figure is arrived at by deciding how many years you can reasonably expect the machine's efficiency and usefulness to stay at par, and then charging that fraction of the capital cost up to operating costs under the subdivision of depreciation. This plan, some form of which has long been used in big business, has just as much value in the plant of even the smallest macaroni manufacturer. But with him the details are quite simple.

Let us see how it works out. Suppose you buy equipment costing, including freight, \$800. Experience, we shall say, indicates its useful life to be approximately 10 years. Then charge up to depreciation on that equipment \$80 a year. Add that amount to operating expense, but bank it to the credit of your new machinery and equipment account. At the end of the period, if the machine is inefficient or obsolete there will be money in the account to replace it, and it may be disposed of

without upsetting the finances of the company.

However, if at the end of 10 years it still does its work satisfactorily and there have been no marked improvements in that type of machine, continue to use it but cease to charge depreciation against it. Then when it finally no longer functions properly or a better type is put on the market, the money is in bank ready for the new purchase to be made without delay.

It is only right and good business to charge depreciation on machinery against operating expenses. Not only does it pave the way for the smooth replacement of machinery when the time comes but it also points out the dangers of price cutting more clearly than any other method could. It forces the manufacturer to take into account the very important item of depreciation and keeps him from selling on a price schedule that includes little more than the cost of materials and labor.

The little business man, especially, needs to be told of the value of some sort of simple system to take care of depreciation costs. (The larger manufacturer probably already has such a plan worked out and in operation.) It is indispensable in a well organized business for 2 definite reasons: It automatically takes care of the cost of replacement of machinery and equipment within the plant, and it helps in arriving at a figure at which the products of the plant may be sold so as to show a reasonable profit after every item of cost has been included—yes, even depreciation.

Italian Chamber Issues Almanac

The 1932-33 Almanac of the Italian Chamber of Commerce in New York has been distributed to its many members in this country and abroad. It is a comprehensive compendium of facts and figures concerning commerce particularly as it affects the Italian-American business.

The latest issue is Volume XI and is fully copyrighted by the organization that publishes it. It contains 720 pages, the first 428 in Italian and the remaining pages in English.

The sponsoring organization is incorporated under the laws of the state of New York (1888) with offices at 225 Lafayette st., New York city. Its prime purpose is to foster and protect trade

between the United States and Italy and numbers in its membership practically all of the leading Italian manufacturers, business men, bankers and professional men in the country. Its president is Cav. Uff. Ercole H. Locatelli of the firm Mattia Locatelli of New York, leading cheese producer and exporter. The secretary is Dr. Prof. Alberto C. Bonaschi who is also editor of the Almanac and of the organization's bulletin entitled "La Rivista Commerciale Italiano-Americano."

Among some of the important subjects treated in the 1932-33 Almanac are the following: rules and regulations, history of the organization, local and national, statistical information as to Italian population in the several states and larger cities, census data, di-

rectory of consular agents for the Italian government in this country, explanation of the U. S. immigration laws, trade data between United States and Italy, comparative trade figures over a period of years, the U. S. tariff rates on leading products of import, bank connections and money exchange rates, commercial treaties between this country and Italy, the war debt situation, arbitration agreements, extradition treaties and much additional informative material. Macaroni statistics therein are most interesting.

The midyear conference of the macaroni manufacturing industry on Jan. 23, 1933 at the Palmer House, Chicago will be open to all friends of the trade, association members and nonmembers alike.

Macaroni Educational Section

By BENJAMIN R. JACOBS, Washington Representative

There is much of interest in Washington for the macaroni industry in a legislative and regulatory way. In last month's article in the Journal we considered changes in the macaroni standards which would help to eliminate certain undesirable practices that are growing in the trade. These practices will be taken up more in detail at our Chicago meeting beginning Jan. 23. I may say that changes in the standards are very much in our own hands and may be made almost at will by the industry. However there are other matters that affect the macaroni industry very vitally and are subjects of legislation before the present Congress. Senator Copeland of New York has 2 bills in the Senate to amend the Federal Food and Drugs Act. One is to prevent false advertising of drugs and the other is to empower the Secretary of Agriculture to establish definitions and standards of purity of foods. Senator McNary also has two amendments to the Pure Food Law, one to strike out the distinctive name and compound proviso as to foods and the other to increase the penalty and to strike out the export proviso. Representative Haugen of Iowa has introduced an amendment to the Food Law to prevent the use of deceptively shaped containers for foods and deceptively slackfilled packages of foods.

But the bill that is of most interest and importance to the macaroni industry is that introduced and sponsored by Senator Shipstead which is known as the "Macaroni Bill" and authorizes the Secretary of Agriculture to establish standards of quality and/or condition for macaroni products as will in his judgment promote honesty and fair dealing in the interest of the consumer. The secretary is further authorized to declare any macaroni product as misbranded which falls below the standard of quality and/or condition promulgated by him and to require the labeling of such substandard macaroni products. He is further authorized to change these standards from time to time as well as the statements which must appear on macaroni products which fall below the standards.

This bill was introduced in the Senate last fall and was reported favorably by the entire Senate Committee on Agriculture and Forestry to which it was referred. It has been on the calendar for action since the beginning of this session. On Jan 3, calendar day, it came up in the regular order but because discussion developed no action was taken as Jan. 3 was declared by the Senate to be a day when only bills would be considered by unanimous consent. This bill will come up in the near future and we hope and expect favorable action on it.

Senator Copeland's bill, S. 4659, which

empowers the Secretary of Agriculture to establish standards of purity of food products is not the kind of legislation that will be of very great value to the macaroni industry. It will, however, be of great value to the Department of Agriculture which enforces the Federal Food Law. In many cases the department cannot establish the fact that a food product is adulterated or misbranded because of the lack of standards. In these cases it is necessary for the government to establish through trade witnesses or trade experts, which is always expensive, what are reasonable standards and then it always becomes a question as to whether or not these trade witnesses and experts can convince a court and jury concerning the reasonableness of the standard. On the other hand if the Copeland amendment becomes a law it will only be necessary for the government to establish that the product in question does not comply with the standard as promulgated by the Secretary of Agriculture in order to win the case. But the Copeland amendment does not authorize the Secretary of Agriculture to establish standards of quality of grades of foods but merely standards and definitions of purity for generic foods.

The weakest link in the Federal Food Law as it exists today is the fact that there are no general legislative standards for food products and therefore there is no yardstick available to the food law enforcing authorities. Cases must be decided and precedents established before the food authorities know just where they are "at." Many of the states have written into their laws the administrative standards of the Department of Agriculture and are therefore in a very much better position to enforce their law than the Department of Agriculture itself. Some states have gone so far as to not only automatically include the administrative standards in their law but have also included the regulations as used by the Department of Agriculture as a part of their food legislation. In these cases it is very much simpler to administer the state law than it is in the case of the Federal Food Law.

Another bill that is before the House that is of great interest to the macaroni industry is the so-called "National Emergency Act" which is the old Norbeck Voluntary Domestic Allotment Act rewritten and in disguise. This bill aims to give the farmers the relief that President-elect Roosevelt promised them in his campaign speech in Des Moines, Ia. It is supposed to be a brand new scheme for relief and it probably is because it has never been tried anywhere else. It proposes also relief only to those farmers

who happen to raise wheat, cotton, tobacco and hogs at the expense of all the other farmers who are not so fortunate, and also at the expense of all the rest of the country who are not farmers at all. It proposes to increase the price of flour at least 100%. It is in reality a 100% sales tax on the most essential food and clothing that is used by the wage earners. Without quoting the whole bill fully it is as follows: It conceives the prewar price as the true price for the four basic commodities as stated above. It says that if the farmer will reduce his acreage of wheat, cotton, tobacco and his tonnage of hogs by 20% that he will receive upon the marketing of his products "adjustment certificates" from the Secretary of Agriculture representing the difference between the prevailing domestic price and the so-called prewar price. This is supposed to restore to the farmer his purchasing power of prewar days. It is further assumed by the advocates of this bill that it will cost the government nothing to enforce this measure but the bill generously provides a maximum of 2 1/2% for its enforcement. This 2 1/2% is to come out of the processing fee that is to be charged to the processors of these products. In the case of flour it will be on the basis of around \$3 per bbl. The bill also provides that no producer, that is the farmer, shall in any way be prevented from selling as much of any of these commodities as he may desire except as to the issuance of adjustment certificates, which will be conditioned on his agreement to reduce his production 20%. He may process all the wheat he desires for his own use and that of his family and his employes and he may also produce and sell hogs and hog products not to exceed \$250.00 a year without paying the adjustment charge. There are approximately 23,000 commercial mills in this country, not all of them are wheat mills but they can all grind wheat. There are besides hundreds of small mills which are not considered as commercial which can grind from one to ten barrels per day. This affords the best opportunity for the best bootlegging business in flour that has ever been known. There will be nothing to prevent any farmer or anybody else from either raising or buying wheat and grinding it in these improvised mills and disposing of it at the market. It will be very much safer than bootlegging liquor because in the case of liquor possession is an offense but in the case of bootlegging flour possession is not an offense and no one can prove either from its composition, appearance, source or any other factor whether or not it is legitimate flour except if the government has at each mill a government employe to supervise the pro-

duction of flour. There will be considerable more temptation with a differential of \$3 on flour to bootleg flour than there was in the pre-Volstead days to bootleg whiskey when the tax was \$1 per gallon. The government found it necessary at that time to have not one but several government employes in each distillery to see that no alcohol was diverted and escaped the tax. Human nature has not changed since pre-Volstead days and if the government is to collect on flour alone all the processing charges that are due it, it will find it necessary to have close supervision of the manufacture of this product. This is no reflection on the millers and it is not said in disparagement of them. Speaking only for flour it will require not less than 10,000 inspectors to see to it that every barrel is accounted for. This does not include the necessity for checking the acreage, not only of wheat, cotton, corn and tobacco and the production of hogs, but checking the processing of the commodities and collecting the taxes besides the distributing of the adjustment certificates. The bill besides leaves another door open for nonpayment of taxes. Under Section 17 the bill provides that low value products are not subject to adjustment charge. The interpretation of what constitutes low value products is left to the secretaries of the treasury and agriculture. If it included products that may be substituted for the high grade products, for example if it includes clear grades of flour, it is not only going to make bootlegging easier but it is going to lower the quality of high grade products. In the case of macaroni there will be a great temptation to substitute clear grades of flours for the taxed semolinas, farinas and high grade flours. It will bring about such demoralization in the macaroni trade as we have never seen. If this bill goes into effect we will need macaroni standards

of quality more than we need anything else, in fact in my opinion there will be no such thing as a high grade macaroni product with a differential of 2½¢ per lb. in taxes plus the differential in the price between the "clears" and "patents" or the "clears" and semolinas. There will be enough difference to entirely eliminate the high grade product with the final result that macaroni will become so poor in its eating quality that nobody will want it. This is something that the macaroni industry must prevent if it is to survive. This bill has the elements and factors to demoralize the industry more than anything else that has ever occurred. This is not true only of the macaroni industry but the same applies to the other industries that use flour.

High in Nutritive Value

"Feeding tests with laboratory animals have shown that wheat germ is an excellent source of vitamin G. Hence, wheat germ has been recommended as an important constituent in the diet of families living in the drought areas," says Dr. Hazel E. Munsell, who directs the vitamin studies of the bureau of home economics, United States Department of Agriculture. "On a basal diet known to lack vitamin G," Doctor Munsell explains, "rats failed to grow and developed symptoms similar to human pellagra, a disease that often results when the food supply is limited. When wheat germ was added to the basal diet the rats grew normally and developed no abnormal symptoms." To demonstrate the practical use of wheat germ as a source of vitamin G, the bureau made a dietary study in a county in South Carolina where pellagra is prevalent. Wheat germ was furnished several families for about five

months as a supplement to the regular diet. At the end of the study the general appearance and health of these families had improved and the incidence of pellagra was much less than would have been expected from their previous history.

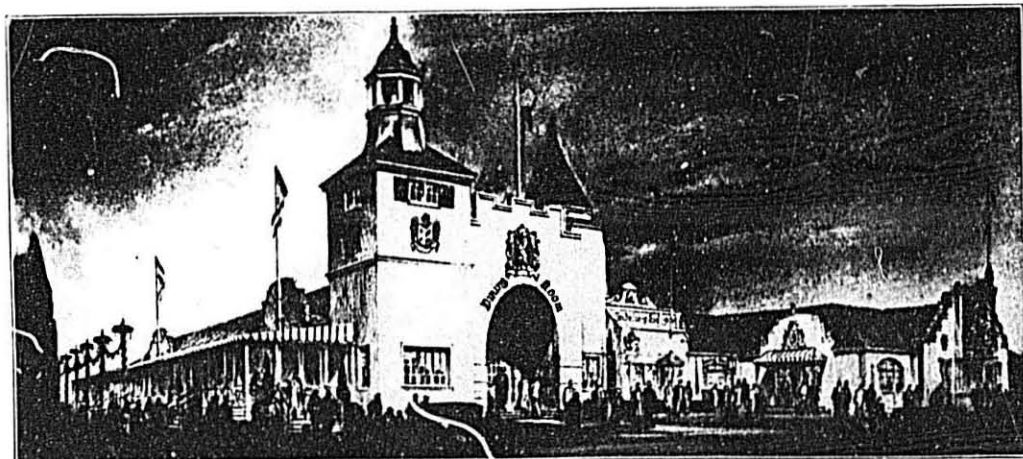
The germ is the most nutritious part of the wheat kernel. It is rich in fat and is known to be a good source of vitamin A and an excellent one of vitamins B, G and E. In spite of its excellent flavor, wheat germ is seldom used as human food, because it does not keep well and consequently is difficult to handle commercially. Studies are under way to develop some method of treatment to make it keep better so it can be sold on the retail market. It can often be obtained direct from mills in wholesale quantities.

Among the sources of vitamin G, yeast ranks highest. Wheat germ, however, is from a half to a third as rich as yeast in vitamin G, while rice polishings, also recommended for vitamin G, are one sixth to one seventh as rich as yeast, or one third as rich as wheat germ. Cottonseed flour is another valuable but little known source of vitamin G in the diet, containing slightly less than wheat germ. It is probably from a half to a third as rich as yeast in vitamin G.

The bureau of home economics has worked out and tested several practical and palatable recipes for breads and other products, utilizing wheat germ from mills. These will be furnished on request. They include biscuits, yeast bread, skillet bread, spoon bread, corn meal bread, brown bread, gingerbread, cookies and pudding.

Meet us at the Palmer House, Chicago, Jan. 23, 1933. Have something interesting for you.

The "Century of Progress" Macaroni Convention Will Be Held at the Edgewater Beach Hotel, Chicago, Ill., June 19 to 21, 1933



An attraction of interest to the Macaroni Manufacturing Industry of America will be Old Heidelberg Inn which is just being completed and which is depicted above. In it will be served the best foods produced in the world, including, as might naturally be expected, American made macaroni and noodle products in the numerous combinations that appeal to all nationalities.



"Macaroni

IS A MOST DELICIOUS AND NOURISHING FOOD"---

— the radio message given to 16,000,000 by *Betty Crocker*



BETTY CROCKER, who conducts the country's oldest and most popular radio cooking service and to whom hundreds of thousands of women write for help in their baking and cooking problems, is a real factor in holding and increasing the number of users of Durum Semolina macaroni.

Broadcasting over 40 great radio stations, from coast to coast, Betty Crocker's messages to women emphasizing the fact that macaroni is the most nourishing food for its cost, in giving them recipes and instructions on how to make it in the easiest

and most delicious ways, is rapidly spreading the use of good macaroni to more of the nation's homes.

Thousands of cards with simplified recipes for the use of macaroni are sent out by Betty Crocker as a part of her service, enabling women to have perfect success with all of their cooking in which macaroni is used.

Thus Gold Medal serves you completely. . . . from careful wheat selection and precise milling of Durum Semolina to helping you in the enlargement of your market.

GOLD MEDAL "Press-tested" SEMOLINA

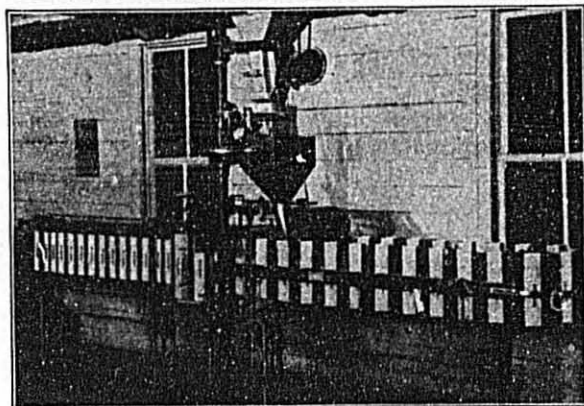
Packaging Long Macaroni

The automatic packaging of long macaroni and spaghetti is still a mechanical operation that baffles the package machinery experts. The problem is most difficult because of the irregularity in shape, the "crooks" as the curled ends are known in the trade, and the varying lengths of the sticks. In theory the problem has often been solved, but when put to the test in a plant the machines and the new inventions have been found impractical. Therefore the mechanical packaging of macaroni "long goods" can still be said to be in the experimental stage.

Peter Rossi and Sons, Braidwood, Ill., a pioneer macaroni manufacturing

"One operator squares the cartons and places them into the machine by hand, where the bottom of the empty carton is securely glued. It is then carried along to a point where the macaroni is inserted, the long goods by hand and the short goods by machine and scale. The cartons travel on from here around the end of the machine to a point where the top ends are folded, glued and closed. They are then ejected into a pair of compression belts for drying.

"This particular machine is built to handle both long cut macaroni and short goods. It runs at a speed of from 20 to 30 packages a minute. It



A semi-automatic sealing and filling machine for handling both long and short cut macaroni.

firm, has long wrestled with the problem and recently installed a machine that partly solves it. They prefer to call it a semiautomatic packer and sealer, because part of the operation must still be done by hand. In its experiments the firm had the collaboration of the experts of the J. L. Ferguson company, Joliet, Ill. with the result that a new comparatively inexpensive machine has been developed that is giving satisfaction.

The manufacturers and designers of the new packaging machine are very proud of their mechanism and have announced it recently to the trade in "Packomatic" the house organ of the J. L. Ferguson company, in the following language:

"We believe that all macaroni manufacturers will be interested in the new semiautomatic Sealing and Filling Machine recently developed for Peter Rossi & Sons Macaroni company, Braidwood, Ill. pioneer macaroni maker, for handling long and short cut macaroni. The long macaroni must still be inserted by hand into the package between the bottom and top gluing stations; otherwise the operation is entirely mechanical.

can be made for single purpose automatic filling in which event it will occupy only about half the floor space used by the double purpose machine in the Rossi plant.

"To change from one size carton to another is merely a matter of adjustment, and that is comparatively simple. It will accommodate cartons 1 3/8" depth or face minimum to 2 1/2" maximum, 8 1/2" to 11" high, and the length or face of the carton can be from 2" minimum to 2 3/4" maximum without major changes. For greater flexibility minor changes are necessary. The pockets that the cartons are set into operate intermittently, while the glue rolls and other devices function continuously."

Macaroni manufacturers interested in automatic filling of cartons with long macaroni and spaghetti are watching and studying the new device and will install it if found to operate speedily, efficiently and with sufficient accuracy to produce on a profitable basis. A successful machine of this kind will fill a great need in any modernized macaroni plant.

What effect will the proposed Domestic

Allotment Plan have on our industry? Cooperate in studying this at midyear conference of the macaroni industry in Chicago, Jan. 23, 1933.

It will always pay to keep danger away.

Lodovica Tornabuoni

Among the proud possessions of John F. Diefenbach, manager of Amber Milling company, Minneapolis, is an original painting by Domenico di Tommaso Bigordi Ghirlandajo, one of Italy's renowned painters who gained great prominence at the very time that Christopher Columbus was planning his memorable voyage of discovery.

Painter Ghirlandajo was born in 1449, died 1494. During his short career he completed many paintings that won high favor and painted many frescoes in the leading churches of Italy, depicting naturally the well known scenes of Christ's time in the Holy Land.

Mr. Diefenbach owns the original fresco known as "The Nativity of the Virgin" that first adorned the walls of the church of Santa Maria de Novella in Florence, Italy. To his many friends in the macaroni industry he sent last month a calendar for 1933 in which is reproduced the central figure of this painting, "Lodovica Tornabuoni," exactly as it appears in the original, excepting for the scenery in the background.

As the instructor of Michelangelo and a Florentine contemporary of Botticelli, Leonardo and Angelo Poliziano, Painter Ghirlandajo takes his place as the most perfect painter of frescoes in the 15th century. Realism was his outstanding characteristic. Devoid of imagination, he depicted the characters of Christ's time in the figures and against the background of the 15th century Florence. From the viewpoint of historical accuracy the results are startling. But from the angle of technique he attained the highest flights of fancy.

"Lodovica Tornabuoni" the subject of the calendar is the central figure in "The Nativity of the Virgin" in a fresco in the Santa Maria de Novella church in Florence, Italy. It was painted on a wood circular panel with the white of an egg as a medium. For 100 years or more the painting was protected by a veneer panel about an eighth of an inch in thickness. The panel by age has been reduced to a softness which if not strengthened would crumble to pieces, but this work is so wonderfully done that in the estimation of art authorities the painting will last for hundreds of years.

In expression and picturesqueness "Lodovica Tornabuoni" is considered one of the best examples of the portraiture of Ghirlandajo. The reproduction on the calendar presented by Mr. Diefenbach reflects somewhat the beauty of the original fresco which ranks first among his many art treasures.

you
Command
the Best When
you
Demand
Commander
Superior
Semolina

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

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

Secrets of Successful Trade Marking

By **Waldon Fawcett**

Written Expressly for *The Macaroni Journal*

The Macaroni Mark That Crashes Dealer Advertising

The day has long since gone by when a macaroni marketer can afford to adopt a new trade mark without giving careful thought to how the proposed trade mark will behave in his advertising. Naturally there are certain members of the trade who are wedded to brands selected or invented before advertising came to occupy its present all-powerful position in the structure of commodity distribution. Owners of these veteran marks are well justified in sticking to them, however noticeably they may be out of step with modern fashions in trade marking. Deep rooted, carefully cultivated good will of long standing is more important than a trade mark in the latest mode.

Allowing for all the exceptions above mentioned, the fact remains that when a newcomer in the field is picking a trade mark, or when an established house is launching a new product, it behooves the marketer to christen the new candidate with an eye to the advertising contacts; and even to exercise the imagination to the utmost to foresee the advertising demands of the future. How many a brander whose major identification is a pictorial mark or device ardently wished, when radio brought its sequel of broadcast advertising, that he had been lucky enough to take for his talisman a nickname or a phrase.

Since trade marks are chosen for time and eternity and advertising fashions change overnight it follows that even more important than the sympathy necessary to choice of a mark responsive to the best advertising practice at the time it is chosen is the knack of adjusting and accommodating an established mark to the variations of advertising methods and mediums, as these come and go. In the ability to adapt a traditional trade mark to ever-changing advertising opportunities lies one of the prime secrets of selling on reputation.

There is profitable chance as well as inescapable responsibility in the circumstance that new trends in advertising customs and new resources in advertising vehicles are constantly changing the scene for the brand exploiter. A conspicuous case in point is found in the situation at which we are to look today: viz., the latter day transformation in the setup of dealer advertising in the food field. Essentially there is nothing new in the idea of retailers

having their share of the advertising adventure. It is a new spirit of independence in this quarter which sharpens our interest. The fresh turn, observed by the government's keenest experts in marketing, has by them been found noteworthy enough to be made a subject of comment.

Macaroni marketers with long memories will readily recall the day when the idea of the average retail grocer or food merchant was to confine his promotional effort to endorsing and passing along the printed matter supplied by the manufacturers. If the manufacturer ran a display advertisement in newspapers in the territory of a given grocer the said grocer expected that his name would be at the bottom in a "Where to get it" directory. And the grocer passed out over the counter or via a "Take One" bin, the manufacturer's printed matter, probably imprinted with the grocer's name.

Whether it is to be charged to the influence of the chain stores or what, a significant change has come quietly but revolutionarily, in the advertising habits of a majority of progressive grocers. The average grocer is advertising more than he formerly did. But this is only part of the story. More to the point is the fact that in spending his own money at first hand he is getting away from the role of the pusher-along of manufacturer advertising literature and is taking the initiative as an advertiser on his own hook, writing his own copy and choosing his own mediums. Instead of the manufacturer doing the grocer a favor in providing ready made advertising, the shoe is on the other foot in that the manufacturer is now willing and even anxious (if he be wise) to accept whatever hospitality the individual grocer or the grocery chain will offer in its original copy.

Coming to grips with the practical problem of wedging macaroni marks into dealer advertising we must first have a look at the change which has come in dealer advertising and thereby gain insight into why it is that trade mark publicity is the best that the macaroni marketer may hope for in the diffused dealer advertising of today. Fortunately or not the present generation of advertising retailers had no traditions to bother about when they took to advertising, this few years past. In the days when the grocer left the missionary work to the manufacturers

almost the sole contribution of the dealer was in the guise of home lettered window cards, posters, etc. Hence the new cult of advertising grocers started without either preferences or prejudices. Which makes it all the more significant that the Federal investigation shows that the grocers and kindred dealers are relying almost wholly upon 2 mediums, i.e. local newspapers and handbills, with the latter a pronounced favorite.

And now for the copy policy which is quite as interesting in its way as the manner in which dealer found itself in respect to advertising mediums. When retail grocers began their independent advertising adventures by such surrenders as taking space in the programs of local church and school entertainments the conventional message was equivalent to the text of a business card with a bald statement of name, line and location. From this they have now graduated to the grandeur of price advertising and commodity advertising in which a more or less numerous selection of leaders and featured products is mentioned by name. Just here we stumble into the keynote of the latter day dealer advertising—the desire to exploit a large number of different items of stock in each broadside. And by that sign the reader will understand why the grocer will list a product but will not spare space for details or particulars. Indeed, the experts suspect that, subtly, it is just this desire to conserve advertising space by concentrating on trade mark "flashes" that is responsible for the drift of many dealers to nationally advertised brands and away from the private brands which require a more extended introduction in dealer advertising.

Naturally there can be no single, hard-and-fast formula for enabling a macaroni marketer to repeatedly and continuously crash the gate of self made dealer advertising. Any rule-of-thumb that might be set would be subject to the varying influences of time, place and the personality and psychology of the dealer or chain manager. At that, we have it on the authority of the Commerce department explorers that the essential, underlying strategy is represented by manufacturer policy which in season and out constantly stresses to advertising retailers the prestige and sales starting ability of the established macaroni mark and its

THE GOLDEN TOUCH

King Midas Semolina

Makes a quality of macaroni that attracts and holds. A class of trade that price cutters can not tempt from you. KING MIDAS SEMOLINA therefore lifts you above competition.



King Midas
Mill Co.
MINNEAPOLIS, MINNESOTA

ability to give "tone" to an advertisement of assorted offerings.

The manufacturers who have to date been most successful in winning dealer mention at dealer expense have been most resourceful in devising attention arresting schemes, as for example the "combination offers" which have so often of late captured the popular imagination. In some instances "free deals" have been allowed as an inducement to dealers to shout the names of the featured articles. This last is of course a means of beating about the bush while relying upon the dealer to foot the actual bill for advertising. There is however an alternative. Certain manufacturers have found it expedient to defray the cost or part of the cost of an edition of dealer handbills in return for conspicuous or exclusive mention of their brands on the bills. In some instances, too, marketers have made profitable investments by furnishing free of charge, electros of their trade marks to dealers who agree to incorporate these illustrations in their handbill copy. Where the heart of a macaroni mark is represented by the color expression, there is not the complete satisfaction in inclusion in dealer black-and-white advertising. In this plight the alternative albeit a bit expensive, is for the manufacturer to supply mortised printed forms, carrying in proper relation reproductions of the trade marks in color, but with adequate blank space to receive the dealer's copy at his local printing plant. In some instances macaroni marketers who are keen to picture their trade marks and packages in color, have done well by themselves by outfitting responsible dealers with colored slides for use in local motion picture theatres.

Safety is the corner stone of Efficiency.

Tuttle Named an Executive

To help iron out trade difficulties growing out of trade practices claimed to be unethical and most detrimental to the business, W. F. L. Tuttle, president of Tuttle Publications, New York city has been named as the executive vice president of the Mayonnaise Manufacturers association. Tuttle's job is a man-sized one. A bitter struggle for business in mayonnaise exists between the large and the small manufacturers and between manufacturers and large chain stores that are packing their own brands under their own labels. His first and particular job for the association is to establish a merchandising service for the members of the association.

Is imported macaroni getting preferred demand among the heavy consumers in your market? Why? Interesting information will be divulged at Macaroni Men's Conference in Chicago, Jan. 23, to which every progressive manufacturer in this country is invited.

A Warning!

Beware of Domestic Allotment Plan!

That was the warning sent from the headquarters of the National Macaroni Manufacturers association to members and all leading firms in the country. The danger still threatens; there is still need for watchfulness and protection. It warns that Macaroni Manufacturers should study intently this proposed plan now before Congress, with every prospect of passing, BECAUSE—

- 1—It places a definite tax on WHEAT PRODUCTS and exempts such competitive foods as Rice and Potatoes.
- 2—It proposes to exempt low grades thus penalizing producers of quality goods.
- 3—It hopes to give "farm relief" (?) at the expense of PROCESSORS and CONSUMERS of wheat foods.

The tentative bill before the House Committee on Agriculture has the support of practically every farm organization. If passed, here's how it would operate:

Thirty days after its enactment, the Secretary of Agriculture would estimate what percentage of the 1933 wheat production would be absorbed by U. S. consumers.

To each wheat farmer would be given an "adjustment certificate" with a fixed value of 42c a bushel on his share of wheat produced for domestic consumption. After harvest he sells his full crop in the open market. From the buyers, the Treasury Officials would collect an excise tax of 42c thus creating a fund out of which the "adjustment certificates" would be refunded.

In 1934 the allotment plan would go into effect. Each farmer would be asked to produce only a stipulated quantity to be entitled to his share of the tax distribution.

Besides wheat, growers of cotton, tobacco and hogs would be given a bounty at expense of processors and consumers.

The plan is another "cure-all," similar to the famous "equalization fee" of 1927, the "Export Debiture" of 1929 and the "price stabilization" of the Farm Board in 1931. It is class legislation because consumers would be taxed to pay producers a bonus for upping commodity prices.

Proponents of the plan argue that it is an "economic measure" to improve general business conditions by increasing the farmers' purchasing power, enabling them to buy more manufactured products, thus putting more men to work and relieving unemployment.

But why single out a few products for this experiment?

From our angle the plan bears close watching; much more so, if it be true that low grade wheat and flour are to be tax exempt. What a boon that would be to low grade macaroni making!

The growers of wheat of course, would never receive the full amount of the negotiable "adjustment certificates" because from those certificates would be deducted the cost of collecting the tax, of determining and certifying fulfillment by the individual wheat farmer of his contract to observe the allotment.

It seems apparent that another large flock of costly office holders would be saddled on processors and consumers without anything like the proportional benefit promised.

The Executive Committee of the National association is studying the proposal with the object of determining a set policy toward the whole action. The Quality Committee has been asked to study it also and to suggest a plan of action towards it.

Individuals are invited to do likewise. Let us have your views.

The proposed Domestic Allotment bill is now before the House Committee on Agriculture, Marvin Jones, chairman. Hearings were held last week. Millers, packers and some manufacturers appeared before the committee in opposition to the measure. Prospects for its passage appear good, despite the crowded calendar of the short session of Congress.

Here's a matter of utmost importance to our trade. There is urgent need for determined cooperative action thereon. The National Macaroni Manufacturers association will gladly lead the fight for those determined to protect their rightful interests.

Draft for Model State Law Against Unfair Trade Practices

By CHARLES WESLEY DUNN
General Counsel, Associated Grocery Manufacturers of America

This internationally known authority on food laws or price discriminations and on unfair practices presents a draft for a model state law outlawing these harmful practices, a law even more effective than the present Federal Food Act—EDITOR.

I am asked to draft a model state law outlawing these practices. In my opinion this law should be in the following form:

An Act to Protect Commerce Against Unfair Price Discrimination and Unfair Price Competition.

Be it enacted (insert enacting clause for the State):

Section 1. As used in this act—

(a) the term "unfair price discrimination" means any direct or indirect price discrimination between purchasers of a commodity, in the course of commerce in this State, which, after making due allowance for any difference in the grade or quality of the commodity or in the cost of its transportation, is effective or has a dangerous tendency either (1) to unduly lessen competition or (2) to create a monopoly, in any line or part of such commerce;

(b) The term "unfair price competition" means any direct or indirect price representation or price cutting in the sale or offer for sale of a commodity, in the course of commerce in this State, which deceives or misleads the purchaser or which is effective or has a dangerous tendency either (1) to unduly lessen competition or (2) to create a monopoly, in any line or part of such commerce;

(c) the term "person" means any individual, corporation, copartnership or association;

(d) the term "penalty" means a fine not exceeding (insert), for the first offense, and a fine not exceeding (insert)

or imprisonment not exceeding (insert), or both, for each subsequent offense.

Section 2. Unfair price discrimination is hereby declared unlawful. Any person who offers or makes or who solicits or accepts an unfair price discrimination shall, upon conviction thereof, suffer the penalty prescribed by this act.

Section 3. Unfair price competition is hereby declared unlawful. Any person who engages in unfair price competition shall, upon conviction thereof, suffer the penalty prescribed by this act.

Section 4. Any person who is injured by unfair price competition outlawed by this act may sue therefor in any state court of competent jurisdiction and shall be entitled to have injunctive relief from such injury and/or to recover threefold the damages sustained, and the cost of suit.

In comment upon this model state law:

First: It is the broadest law available and yet duly limited in application and as constitutionally required. Such a law is subject to the constitutional limitation that it may only prohibit price discrimination and price competition if and to the extent they wrongfully injure the public, principally in the sense of an offense against the competitive principles which it is the public policy to preserve and a violation of which is therefore a public wrong. Manifestly a law broadly and unqualifiedly prohibiting these practices would be unreasonable and hence unconstitutional, because they are partially legitimate, e.g., economic price reduction. See *Central Lumber* (226 U. S. 157) and *Fairmont Creamery* (274 U. S. 1) cases; also the present state laws hereinbefore noted.

Second: In its application against unfair price competition it is an exact duplicate of the proposed federal law of the kind, as revised and reintroduced in the present session of the 72nd Congress. (See S. 5051.)

Third: In its application against unfair price discrimination it differs from and is stronger than the federal law in these important respects: it also prohibits the seller from offering and the buyer from soliciting or accepting such a discrimination, as it should; it does not exempt a discrimination based on a difference in quantity or selling cost, because in the modern state of concentrated distribution such a discrimination may unduly lessen the competition of small dealers and is subject to gross abuse; it does not exempt a discrimination to meet competition, because its standard should be equal. The federal law outlawing unfair methods of competition from interstate commerce does not exempt its violation to meet competition. Neither does the food and drugs law; nor other regulatory laws of the sort. Bear in mind that the law does not prohibit any price discrimination, whatever its reason, which does not have the evil effect stated.

Fourth: The practical value of this law will be that (a) it will make fair price action the legal rule of intrastate commerce; (b) it will empower the state to prevent the unfair price discrimination and competition outlawed; (c) it will empower any one injured by either outlawed practice to bring suit in the state court to enjoin it and to collect threefold the resulting damages.

All of which is new and constructive state law.

Be brave when danger is near.

Magazine Advertising of Macaroni Products

Because only a few macaroni manufacturing firms take advantage of the national magazines to advertise their products, the amount of macaroni advertising in these media in 1932 shows quite a decided decrease from the peak expenditures of other years.

The Food Field Reporter of Dec. 19 estimates that approximately \$115,342,606 was spent for advertising in the national magazines in 1932 as compared with \$166,555,864, the accumulated total for 1931. Food products and beverages ranked second highest in the

amount expended in 1932, the total being \$21,814,317. Drugs and toilet goods rank first with about \$5,000,000 more.

The same authority places the Franco-American Food company of Camden, N. J., maker of canned spaghetti, as the foremost advertiser in 1932. It expended \$84,050 for magazine advertising, \$9,300 in December. It listed the C. F. Mueller company of Jersey City, N. J. as second with a total magazine macaroni advertising appropriation of \$82,500 for the year. \$12,500 of which was expended in December.

Third on the list is the H. J. Heinz company of Pittsburgh, Pa. which spent \$21,829, and fourth is the Skinner

Manufacturing company of Omaha, Neb. with a total expenditure of \$17,483.

To all Macaroni and Noodle Manufacturers: "A Busy, Happy, Healthy, Helpful New Year." Help yourself to this end by joining your fellow manufacturers in supporting cooperative actions with these intentions, same to be determined at the midyear meeting in Chicago this month.

The most skillful flattery is to let a person talk on, and be a listener.

Caution saves lives, limbs, losses.

Taxing Special Products Unfair

By G. LaMarca, President,
Prince Macaroni Manufacturing Co., Boston

The proposed Domestic Allotment Plan of taxing special classes of products can hardly be considered fair. For some weeks I have been concerned about the proposal and while I feel that the special tax may be put into effect, I submit that if a tax of this kind is to be applied there should be no discrimination on the kind of food commodities to be taxed. The government is in need of money to help balance its budget, but it will surely be a hardship on macaroni manufacturers if a special tax is placed on their raw materials without compensating taxes on competitive foods. Several weeks ago I submitted my views on the subject to the Associated Industries of Massachusetts and repeat them herewith for the consideration of the macaroni men.

"The topic of the day is taxation and what is the best way of obtaining revenue to balance the budget. Many ways and means have been suggested and it seems the best method of obtaining revenue still remains to be found.

"The suggestion I am about to make may be a very poor one and you will probably throw it in the waste basket and forget it, but on the other hand it might prove to be a little food for thought.

"Many times it has occurred to me that people find a lot of objections in any new legislation before it is passed, but afterwards they very easily forget all their objections. Take for instance the gasoline tax: before its passage automobile manufacturers and dealers were afraid it would injure the automobile industry to a great extent and therefore they objected most strenuously to it. Since its passage, the state has collected many millions of dollars and no automobile concern, manufacturer or dealer has felt the pressure of the tax. I represent a concern which uses enough gas to make a considerable difference in our gasoline bill and yet I believe it is the best and most fair tax in existence today.

"Now, why not have a similar tax applied to all basic commodities produced and consumed in the United States? Why would it not be a good idea to tax every commodity at the very source of supply? The government issues every year bulletins on the production of basic materials and they are very close to the truth. These figures could be used for taxation. In my opinion it would require less red tape and less expense than any other form of collection. Wheat for instance: once this commodity is taxed all the grain products would carry a tax and no one would complain.

"It is a very rough idea and it is not

for me to say whether it is right or not. Perhaps the authorities have worked on it already but it seems to me it is the most convenient and easy way to collect revenue for the government. It will equalize the burden among the vast numbers of consumers who would carry the burden of the tax.

"A tax could be imposed on wheat, cotton, rice, lumber, tobacco, coal, oil, etc., as a matter of fact all raw material, before any process has been applied to them and the consumers will never notice that they are buying and using a commodity for which they have contributed support to the United States government."

New Pillsbury Head

To succeed Albert C. Loring, who died Dec. 11, 1932, Harry H. Whiting was elected last month head of the Pillsbury Flour Mills Company, Inc. He had been vice president since 1929 and has a total of 35 years of service



H. H. Whiting, new president of
Pillsbury Flour Mills Co.

with the corporation. He served successively as stenographer, manager of the feed department, advertising manager for the cereal department, manager of the branch office in Boston, supervisor of the sales force in the eastern states and then as vice president in charge of sales, a position he held at the time of his elevation to the presidency.

John S. Pillsbury was elected chairman of the board, having served as vice president for many years. Dwight K. Yerxa, at one time closely associated with the durum department of the firm,

was named first vice president. Max E. Lehman was chosen second vice president, Clark Hempstead was made vice president and secretary with Alfred E. Pillsbury continuing as treasurer.

Chicago will be the "Mecca" of the progressive men in the macaroni industry January 23. Will you be there?

Macaroni Imports 1921-1931

Prior to the World war the United States was a very lucrative market for foreign made macaroni products and many importers took keen pride in their macaroni connections—the manufacturers and shippers in Europe principally Italy, and the distributors and consumers in the populous centers.

The importation of this foodstuff reached its highest peak in 1914 when for the year ending June 30 a total of 126,128,621 lbs. was imported at a cost of \$5,698,783. The war shut off most of the imported macaroni so that by 1918 it had reached the low point of 402,010 lbs. valued at only \$32,965 for the 12 months ending June 30, 1918. After peace was declared there was a determined attempt to again regain the American market, but domestic macaroni had made so much headway and gained so much popularity with United States citizens of all classes that the foreigners fought a losing battle.

Macaroni imports gradually increased year by year from the 1918 low till the calendar year of 1925 when we imported 6,408,878 lbs., mostly of the better grades, paying \$454,146 for it. The quantity of macaroni imports again started to decline until only 2,459,200 lbs. worth \$184,381 was shipped to this country for the year ending Dec. 31, 1931.

For the first 10 months of 1932 the imported macaroni totaled 1,596,639 lbs. worth \$110,882. In recent months there seems to have arisen quite a market for the better grades of imported alimentary pastes, and inquiries from exporters for prices and samples have become seriously more frequent due in all probability to the low grade goods that have recently flooded the American trade channels in price battles that are still most bitter in many sections.

Macaroni Imports—1921-1931

Figures compiled from the monthly reports of the Bureau of Foreign and Domestic Commerce from 1921 to 1931 by years are shown in the table that follows:

Calendar Year	Pounds Imported	Value
1921	1,587,464	\$166,294
1922	2,917,369	234,241
1923	3,474,713	249,981
1924	2,304,403	148,845
1925	6,408,878	454,146
1926	5,225,245	396,151
1927	3,512,512	332,289
1928	3,433,561	370,529
1929	2,856,378	263,151
1930	2,776,483	231,676
1931	2,459,200	184,381

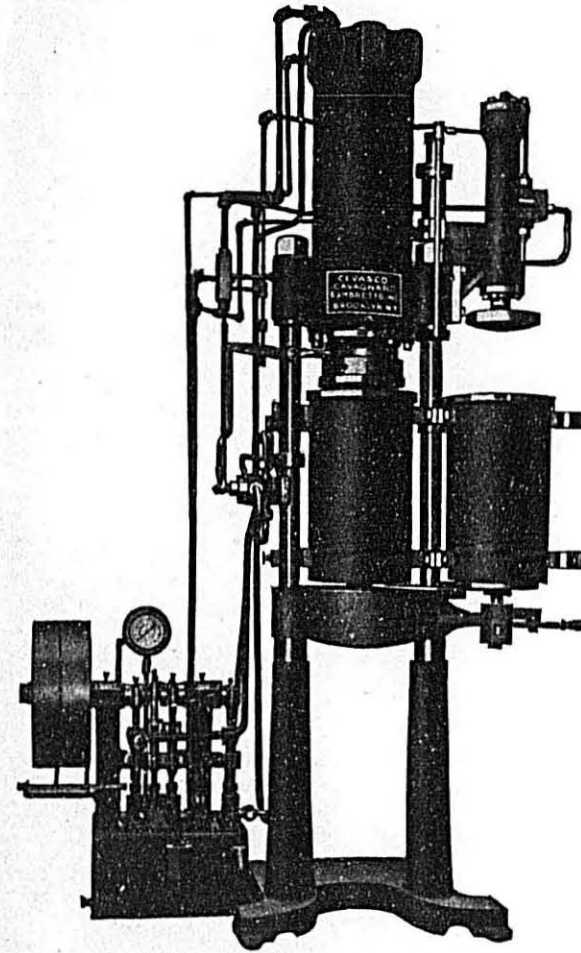
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die
12½ and 13½ inches

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

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

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

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

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

AT LAST! The Press Without a Fault.

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

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

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

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

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

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

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

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

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

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

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

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

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

Commonsense Accident Prevention

By GLENN L. GARDINER

Most industrial accidents are caused by lack of common sense; and conversely the best preventive of industrial accidents is common sense.

Circumstances sometimes lead us to believe that common sense is after all one of the most uncommon of faculties. A study of the causes back of the majority of accidents proves rather conclusively that common sense is uncommon. But this is a condition that makes intensive accident prevention work a continuous necessity.

To prove this point let's study some typical industrial accidents. A tall lanky young fellow was entertaining a group of his fellow workers by showing how high he could kick, a suspended lamp cord being the target. He slipped and fell on the floor breaking his arm.

Another worker operating a wool carding machine in our own mills recently lost his right forefinger while cleaning lint off the machine in front of the card roll while the machine was operating. When his injury had healed he came back on the job. The foreman told him that he probably had learned a lesson by the accident. Two days later, however, he lost the second finger off his right hand doing the very same thing.

The time is long past when it is necessary to go to great length to justify accident prevention work. In the last 2 decades a great variety of methods has been employed to prevent acci-

dents. Some of these methods have been very effective and have brought gratifying results. Others have made considerable noise, have been surrounded by lots of ballyhoo, but have not succeeded effectively in eliminating accidents. We know that accident prevention work pays its way in actual dollars and cents, in addition to all the humane reasons why we should endeavor to stop accidents.

I do not believe any organization ever became really successful in preventing accidents until the point was reached where everyone in that organization came to feel a personal sense of responsibility for accident prevention. It never was a one man job and it never can be.

I would like to outline 6 suggestions for carrying on a "commonsense program." They are:

The management must be sold on safety. The accident record of almost any company can be connected up directly with the attitude of the management's chief executive. No plant or factory is much safer than the managing executive makes it.

Organize to maintain interest in safety. I think the day is past when an industrial organization will respond effectively to the evangelistic type of rabble rousing, spreadeagle methods formerly used by many safety engineers.

Don't dilly dally with men who are indifferent and uninterested in safety.

Every such man constitutes a constant hazard not only to himself but to his fellow workers. The last man for whom we should feel sympathy is the man who has no regard for the safety of others.

Don't lock the barn door after the horse is stolen. Frequently obvious hazardous conditions are remedied only after a serious accident has occurred. Do not assume that a worker knows the danger points of his job. Take the time and trouble to point them out to him. Point them out as many times as necessary to sufficiently impress him.

Run out all hits. This is a fundamental principle in our great American baseball game. It should also be a fundamental principle in our great industrial safety game. Constant alertness and watchfulness for possible causes of accident are essential. I am not referring necessarily to mechanical hazards because the great bulk of accidents are caused by nonmechanical hazards.

Concentrate on your supervisory organization. The function of the safety engineer is not to get workers interested in the prevention of accidents nearly so much as it is to get supervisors interested in interesting their workers in accident prevention. I make the point in this manner because of the futility of any attempts on the part of one single man to carry the load of accident prevention in any organization.

1933 Winter Wheat Prospects

The area sown to winter wheat in the United States in the fall of 1932 is estimated at 39,902,000 acres, a reduction of 1.3% from the acreage sown in the fall of 1931. This is the third successive year in which reductions of winter wheat sowings have occurred, with the result that the acreage sown this year is the smallest sown in any year since 1923. The area sown in the fall of 1931 was 40,420,000 acres and in 1930 43,520,000 acres.

In the hard red winter wheat area, most of which lies between the Rocky mountains and the Mississippi river, sowings this fall were about 3.7% below those of 1931. This accounts for a decrease of about 1,000,000 acres which is only partially offset by increases of 2.4% and 8.3% respectively, in the soft winter wheat and white wheat producing areas.

The condition of winter wheat on

Dec. 1 was reported at 68.9% of normal, as compared with 79.4% on Dec. 1, 1931, and the Dec. 1 10-year average (1920-1929) of 83.8%. The present condition is the lowest Dec. 1 condition reported since these reports were begun in 1863. Condition is below average over practically the entire country, indicating that the plant had made less than average advancement by Dec. 1. Conditions have been especially unfavorable in the hard winter wheat states of the Great Plains. Unseasonably cold weather combined with shortage of moisture has caused deterioration of the crop in this area. More recently some protection has been afforded by snow cover.

In the past, conditions below average on Dec. 1 have been followed by more than average abandonment, and below average yields per acre. An examination of the relationship between Dec. 1 condition and abandonment for the United States as a whole in past years indicates a probable abandon-

ment in excess of 20% and a crop in 1933 below 400,000,000 bu.

Members of the National Macaroni Manufacturers association will assemble in the regular midyear conference Jan. 23, 1933 at the Palmer House, Chicago, to consider the organization's and the industry's welfare.

Pastene Plant Sold

The macaroni manufacturing plant in Canada operated by P. Pastene & Company, Ltd. of 5510 St. Dominique st., Montreal has been disposed of according to announcement by J. J. Cerisola of that firm. The company also specialized in importing and exporting and will hereafter devote its business to that phase, buying its macaroni products on a plentiful market. P. Pastene & Company has offices in Boston, New York; Rome, Naples and Imperia, Italy.

Macaroni Highly Recommended as Nutritious Food

May Be Utilized in Place of Various Other Foods for Variety in Diet

By DANIEL R. HODGDON, ScD., LL.D.

Macaroni is a food finding great favor as years go by. Its introduction into American homes as a part of the American diet is certainly to be considered and from a dietetical standpoint is very commendable. It is a food which is highly nutritious without the deleterious effects which frequently follow eating of many other kinds of food.

Macaroni seems to have been invented by the Chinese and introduced into Europe by the Germans. Some people think that macaroni was invented by the Italians. It was the Italians, however, who appreciated the use of this food and its nourishing qualities in the early years of civilization. They probably learned to make macaroni from the Germans. The real history of the beginning of the use of macaroni is probably unknown, since it started in the dim years before historical reference.

It was introduced into France prior to King Louis XIII. The Japanese claim the credit of having been the first people to make macaroni and that they made it hundreds of years prior to its manufacture in any part of the world. The Japanese macaroni, however, was made from rice.

Macaroni is nutritious from many standpoints. An ounce of macaroni con-

tains about the same amount in grams as an ounce of potatoes and twice as much phosphorus. It has 1½ times as much calcium, about 6 times as much sulphur as potatoes, and many other elements that are necessary and important in the functioning, growth and development of the human system.

In a recent test among various children in various schools it was found that among those of Italian parentage who consumed large quantities of macaroni there were fewer underweight and undernourished children in the grades than among the children who came from homes where this product was not the chief article of diet.

Macaroni of the highest quality is made from wheat, which is rich in proteins. It furnishes far more energy than potatoes. One ounce of macaroni gives to the human system 101.5 calories while an ounce of potato will furnish 26.8 calories. Macaroni is 6 times richer in protein, ounce for ounce, than potatoes. It contains nearly 8 times as much fat and 4 times as much carbohydrate. It is easy to digest and contains little or no substances injurious to the blood vessels, the liver or kidneys.

Being practically free from toxic by-products, which must be eliminated, it is

a food favored among those who may be suffering from certain diseases. There seems to be no reason why macaroni should not be used by those suffering from lumbago, gout, arteriosclerosis, rheumatism and like disorders.

There is no apparent tendency to putrefaction in the intestinal tract. It tends to increase the alkalinity of the blood and for that reason is a very beneficial and useful food at all times of the year. Its value is quite apparent during the winter months when the alkalinity of the blood should be very high, to ward off frequent colds, pneumonia, grippe and influenza. Although this would not prevent these diseases from developing, a food of this character helps to keep the blood in condition to fight the development of the disease germs.

The use of macaroni should be encouraged and its mixture with cheese and tomatoes should become a more frequent diet upon the table of the American household. It furnishes vitamins when mixed in this manner which are valuable to the growth and development of the human system.

A good quality of macaroni has many virtues as a food for the promotion of health, growth and well being in any family.

Price Fixing Activities

Price fixing activities of the Mercerizers Association of America, Washington, D. C. are prohibited by the Federal Trade Commission in an order directed to the association, its officers and the following 9 member companies: Aberfoyle Manufacturing Co., Chester, Pa.; American Yarn and Processing Co., Mt. Holly, N. C.; etc., etc., etc.

These respondents are ordered to cease and desist from agreeing among themselves to fix uniform prices, terms and discounts at which mercerized plied cotton yarns are sold and from fixing uniform extra charges for gassing, bleaching and tinting.

They are further ordered not to cooperate with each other in enforcing such fixed prices. They are not to discuss through representatives at meetings held under auspices of the association, methods of stabilizing the price of mercerized plied cotton yarns or the prices which they received for such yarns as carried in reports submitted to them by the association secretary. Neither are they to

discuss so-called trade abuses such as price cutting or guaranteeing against decline in prices, for the purpose of or with the effect of promoting or maintaining such uniform prices, terms, discounts or charges or otherwise unreasonably restraining competition among themselves.

The corporation members of the association have an aggregate capacity of approximately 1,200,000 lbs. of yarn a week and occupy a dominant position in the mercerizing business in the United States. The commission found that except for their price fixing combination they would naturally be in competition with each other in price and otherwise and with other individuals and companies engaged in the same business but not members of the association.

The commission's order followed the signing of a stipulation as to the facts in the case which was taken in lieu of testimony. The record shows that the conspiracy in prices complained of was carried on between about August 1926 and about August 1929 when it was discontinued. The system of uniform charges for extra processing such as gassing,

bleaching and tinting was abolished by formal resolution of the association in March 1927.

"The above is quoted because occasionally trade association members criticize their organization because it does not utilize its machinery to fix prices," says Frank Honicker, executive manager of the Mayonnaise Manufacturers association. "Irrespective of whether we may feel that the commission or the Department of Justice is right or wrong in dissolving the Sugar Institute for instance, or prosecuting other trade associations, the important fact is that price fixing by trade associations is something which is condoned by the law, and it is plainly stated by the Department of Justice that it will actually prosecute such cases."

[On the other hand, the Federal Trade Commission strongly condemns selling below cost of production with intent to discriminate or to destroy competition. It has a double edge duty—to protect the buyer and to safeguard legitimate, honest manufacturers.—Editor.]

Difficulties melt under white-heat enthusiasm.

Trade Association Opportunities

Many Such Associations Have Proved Their Ability to Withstand the Tests of Business Prosperity and Business Depression

By CHARLES F. ABBOTT
Executive Director, American Institute of Steel Construction

The day has arrived when all business men should enlist in the war against depression. For more than 2 years we have seen conditions grow gradually worse and no constructive remedy offered the thousands of small business organizations which have been compelled to live on their capital reserve.

Competition has reverted to a mad fight for the small volume of sales existing at any old price.

We have been forced to adopt trade associations out of economic necessity. Such organizations prior to the World War were largely social and but rarely economic.

Prior to the enactment of the Sherman Law about 40 years ago there were some trade pools organized which attempted to set prices at which commodities would be sold, but we find that when economic conditions broke the prices they went to lower depths than would probably have been the case had there been no pools in the first place.

Trade organizations, however, took a new turn in 1919. After the war the country was faced with the necessity of reverting to peace time industries. Excess war capacities in some industries made many technical changes necessary. At the invitation of Herbert Hoover then secretary of commerce, industries were requested to organize for standardizing their product, eliminating unessential models, styles, and sizes, and in general to reduce the industrial waste that

amounts to billions of dollars annually in misfit goods.

It was this standardization of product and elimination of waste which did much toward alleviating the business distress of 1920. But the movement was started too late and was too new to forestall the depression in its full. Industrial coordination proved its worth in that instance, and during the 10 years since efforts have been made to perfect the science of trade organization and improve the art of management.

Trade and industry must serve and not make servants of its public. As much as we have been flouted with the charge that the machine is making a slave of man we know that such cannot be the case, for invention and technological improvements must free mankind of all sense of economic lack and limits if the machine is to endure.

And so must trade associations in the final analysis prove their value to the public at large to withstand the trials of business prosperity and business depression. Trade associations are permitted to collect and disseminate information regarding production, stocks and shipments. They are permitted to establish standard methods of cost finding. In most of our trade practice rules we have gone on record as affirming the requirement that contracts shall specify quality as well as quantity, and we have made great progress in the fixing of standard sizes and uniform designations.

Many of our cooperative organizations have insisted that disputes shall be settled under arbitration codes and that action be taken against bad practices, false invoice statements and the like. Millions of dollars annually are being saved in the sale of its products because trade associations have come forward, and to this limited extent at least have endeavored to stabilize marketing conditions.

If ever there was a time when the trade associations should receive united moral and financial support it is during periods of distress. It is then that the combined energies of an industry should be set in motion and move forward aggressively. It is no time to retire or withhold support, and those who do are actually the ones who are preventing the progress that they, themselves, are most concerned in.

Business revival always awaits leadership. Problems of an economic nature are so complex that industry must recognize its full responsibility, chart the course and supply the pilots.

No harbor is ever reached by merely drifting.

We cannot depend upon success that places reliance upon chance, guesswork or assumptions, and we must not hesitate.

The challenge to industry today is whether we are going to meet the issue and solve it effectively, or whether we are going to invite the government to do it for us.

Hiram's Dander Was Up

A salesman for Lee puncture proof tires was balked by a customer who insisted that because his tires cost more than Sears Roebuck tires, the farmers around wouldn't pay the price.

To prove that they would the salesman got the dealer to go with him and make some calls. They tried all morning without success.

At noon they returned to town. After lunch when the salesman went out to get his car it wouldn't start. While he was tinkering with it a farmer drove up and parked alongside.

"What's the matter? Won't it start?" asked the farmer. "Maybe you ain't got no gas." The salesman, who by this time had the parts of the ignition system well spread out over the curb, merely grunted. He was in no mood to be friendly—especially to a farmer. The farmer, however, was not so easily discouraged. His observing eye noticed that the salesman's car was

equipped with puncture proof tires. "How much do them tires cost?" he asked.

"A whole lot more than you would pay," was the salesman's none too courteous reply. This got Hiram's dander up. "Is that so?" "Yes," said the salesman, "they will cost you just 4 times as much as you are paying for tires from Sears Roebuck."

This was too much. After telling the salesman what he thought of him and city chaps generally he walked into the dealer's store and paid cash for a set of puncture proof tires, had the dealer put them on and drove right alongside the salesman to show him, by heck, that he didn't buy his tires from Sears Roebuck, and that \$130 for a set of tires did not faze him.

Of course no salesman would talk to a prospect that way under ordinary conditions, but this experience does illustrate one of the eccentricities of human nature which makes selling the most fascinating of all occupations.—*Tips from a Thousand Salesmen.*

Recipes

FOO YONG NOODLES

3 slices bacon	1/2 pkg. Chinese noodles
1 slice ham	2 tsp. worcester-shire sauce
3 eggs	1 tsp. chile sauce
1/2 lb. can tuna fish	

Dice and fry ham and bacon. Add noodles which have been previously cooked 15 minutes in boiling water. Add eggs slightly beaten, tuna and worcester-shire sauce. Heat. Add chile sauce just before serving. This recipe serves 5.

CHEESE AND EGG NOODLE CUTLETS

1 cup grated American cheese	Salt
1 1/2 cups egg noodles	Pepper
3 eggs	Cracker crumbs
1/2 tsp. flour	Fat

Beat the eggs, add flour, cheese, noodles and seasonings. Shape into cutlets and sprinkle with fine cracker crumbs. Brown in melted fat in a skillet. Serves 4.

January 15, 1933

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Commercial Standards Their Purpose and Utility

By I. J. FAIRCHILD
Acting Chief of Commercial Standards Unit

The Macaroni Products Manufacturing Industry, like many similar lines of business, is probably interested in the services of our Commercial Standards Group which aims to assist in the establishment of Commercial Standards or Simplified Practice Recommendations and may wish to join the general movement toward the elimination of excess variety and the establishment of levels of grades and quality.

Experience proves that "Voluntary Cooperation in Self Government by Industry Is a Success."

A trade association can be of special assistance in educating the members of the organization and others in an industry to work toward performance specifications and performance standards that will be generally helpful.

Through this trade organ light is thrown on our plan of action in the explanations that are herewith presented.

R. M. Hudson, Assistant Director,
Bureau of Standards, U. S.
Department of Commerce.

ing questions penetrate the heart of the subject and their answers are illuminatory and helpful alike to the purchasing agent, the wholesale or retail distributor, the producer, the engineer, the architect and the advertiser. They point the way to solutions of some of the most perplexing problems facing commerce in this day of unprecedented variety and complexity of commodities.

The buyer, whether acting for a giant corporation, a department store or a single family, is confronted with a bewildering variety of product, prevalent propaganda, clever claims, glittering guarantees, salient sales talks and adulant advertising, which are difficult to evaluate. How can he compare quality or value with any degree of safety or assurance? Whether he plans to purchase a carload of sheets for a group of hotels or a clinical thermometer for the home, where and what is the yardstick for quality?

The advertiser cudgels his brain for fresh and convincing statements. Old avenues are closed or dangerous. Strong claims have been violated, guarantees nullified and trade brands scuttled. True, reputation and repetition remain, but how to "put it over" quickly? What is

good enough to swear by?

The producer too is continually puzzled to keep his good ship on a safe course away from the torpedoes of cut price and lowered quality. How can a steady business be built up which will carry through periods of depression on assured market and stable values?

If there were an exact specification controlling competition, established in a way to command respect, accepted and recognized by producers and consumers alike, thoroughly broadcast, readily available and regularly used as a basis for daily trade, it would naturally become the yardstick of quality for that commodity.

A commercial standard is such a specification and has been defined as a standard for a commodity which industry wants, that is one which the manufacturers want to produce, which the distributors want to stock and which the consumers want to buy.

(Part II to follow)

"Tu-Noodles"

A new prepared food is being tried out in Texas by the Westgate Sea Products company of San Diego. The product bears the name of "Tu-Noodles." It is a combination of tuna fish and noodles, packed ready to eat.

Noodle manufacturers are watching with interest the experience of the pioneer firm. Both of the ingredients introduced are high class foods and the combination may prove popular.

RESOLUTIONS

Our New Year resolutions include tendering to you a full measure of co-operation, unquestionable workmanship and material, prompt and courteous services.

Yours For Better Macaroni Dies,

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, N. Y.

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

Should We Continue to Invite Foreign Competition?

A Frank Analysis of the American Macaroni Market Based on a Personal Study Made During a Leisure Tour of the Leading Production and Distribution Centers of the East

By S. D'ALESSANDRO
Secretary, V. Viviano & Bros. Macaroni Manufacturing Co., St. Louis

Wittingly or unwittingly the macaroni manufacturing industry in this country is openly welcoming and inviting competition, not only from within but from abroad. At least those are my conclusions deduced from an unprejudiced study of the leading markets of the country completed late last year.

Probably the American macaroni manufacturer has too long enjoyed immunity from foreign competition to realize its importance. Many of us recall how serious this menace was some decades ago and rightfully fear it. To me it appears as a threatening menace in the future if things do not take a radical change for the better within the next few months.

Believing that the members of this industry will be interested in some of the known facts and new ones uncovered by my recent study of macaroni grades and selling practices, I willingly present this review hoping to make them cognizant of existing conditions.

During November I visited the principal markets in the territory between the Mississippi and Ohio rivers and the Atlantic seaboard and made friendly calls on competitors to get first hand information. My firm sells a little macaroni in that territory, hence our interest. Twenty-four markets were visited, including cities in which there exists not

even a small plant and sections where the industry was once most thriving.

Everywhere I heard complaints about poor grades and ludicrous prices with the general tone of business as bad, if not worse than that existing in our home market, St. Louis. Mention of conditions met is made with no malice aforesaid, but merely to call attention to them as they exist.

In Washington, Baltimore and Atlantic City macaroni was found selling at wholesale at around 80c for a 20 lb. box. It was of a good grade. Second quality goods were selling at 70c and less. Approximately the same prices existed in New York on domestic goods.

In Philadelphia and nearby markets I ran into a price war that was proving generally disastrous. Two groups were fighting a war to the bitter end and made no secret of their intentions. I determined to make a thorough study of this particular situation. American firms were in a death struggle. Prices were slashed to the bone and quality reduced to meet the price. And all with what results? Not one extra pound of macaroni was sold in that market by either faction, but macaroni from Italy was finding more and more buyers.

In that large metropolis of heavy macaroni consumption I found much

Italian macaroni imported from Isernia that was becoming more and more popular. The brand was "La Maddalena" manufactured near my old home in Abbruzzi. There I also found other brands, such as those of DeCecco & Sons from Fara San Martino, and others. From Trieste, Italy was found "La Tristina" brand.

Inquiry divulged the fact that these imported Italian alimentary pastes in packages and in bulk sold exceptionally high in comparison to the prices quoted on domestic macaroni.

Bad as foreign competition was in Philadelphia, I found it much worse in Boston. The warring manufacturers have dumped their products in that market and almost everywhere one could buy real good macaroni or bad spaghetti or vice versa at about a nickel a pound. This uncertainty as to quality to be obtained when buying domestic macaroni encourages buying of imported alimentary pastes by heavy consumers.

In that city a large distributor told me that the extreme low grade of many of the American brands being offered in that highly competitive market necessitated his ordering macaroni and spaghetti from Italy, something which he had not done to any great extent in many years. I had just received a large shipment of the

DeCecco brand from the New York importer and distributor. A subsequent order for another carload brought the information that the supply of imported macaroni on hand among the New York importers had been entirely exhausted and that a hurried order had been sent by wireless for another shipment.

That the Italian macaroni manufacturer in Italy anticipates regaining the lucrative American macaroni market is evidenced by the news that the same DeCecco & Sons are now making a substantial addition to their plant in Italy.

There were several bright spots found, of which I wish to mention with emphasis. As one competitor to another I wish to congratulate the Gioia & Bro. firm of Rochester, N. Y. and its head officer, President Alfonso Gioia of the National Macaroni Manufacturers association. They make a fine product and sell it profitably. The second is the Maryland Macaroni company of Cumberland. They have refused to be drawn into the ruinous price war that involves many firms in its territory and continue to produce quality macaroni and to get for its entire output a fair and equitable price. Mention these 2 contrasts to the scores of other firms that have resorted to the production of "price goods" to sell in the "break neck" competition that is all destructive.

I firmly believe that the American macaroni industry has every reason to seriously fear renewed importation of quality macaroni from Italy. Most of the

heavy consumers of our products cannot be long fooled by poor qualities and if they are unable to get quality in domestic macaroni, they will buy the imported brands in increasing amounts.

With the threat that our tariff on imported macaroni may be reduced if any tariff tampering takes place and because of the invitation we give foreigners to come take our quality market by failure to satisfy these good macaroni appetites, I hope that this survey will be found helpful and start corrective action. There is still time to save the American macaroni markets for domestic macaroni, but we will have to act quickly and determinedly to do so.

Mind unemployed is mind unemployed.

Increased Macaroni Tariff

For the purpose of increasing government revenues, the Republic of Haiti has put into effect higher tariff duties on imported products. Macaroni and vermicelli are among the products affected by the raise in tariff. Also wheat and wheat flour, which were put on a sliding scale adjusted inversely to the Chicago wheat prices. The new rate went into effect following an announcement in Le Moniteur, official organ of the government and without advance notice to shippers or importers.

Foreign Candy Meets Food Law

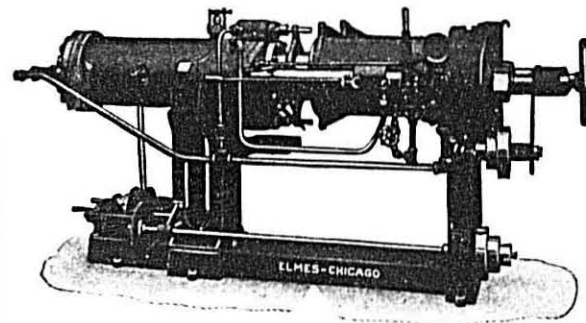
Only a small proportion of the 6,000,000 pounds of confectionery imported into the United States in 1930 failed to meet the requirements of the Federal food and drugs act, says W. R. M. Wharton, chief of the eastern district of the food and drug administration, United States Department of Agriculture.

Most packages of candy detained last year at eastern ports violated the law merely in the matter of label statements. Most of these labels were changed to comply with the requirements of the law and the correctly labeled packages were accepted. The few lots that contained prohibited material, such as alcohol and unpermitted coal tar dyes, were returned to country of origin.

"Manufacturers the world over appreciate the need for care in production, discrimination in selection, sanitation in handling and honesty in branding goods bound for the United States," says Mr. Wharton. "They do not wish to incur transportation charges for return across the sea of goods which food inspectors at American ports of entry have found out of line with requirements of the pure food law."

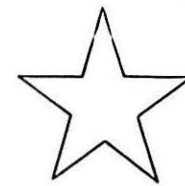
The less men think, the more they talk.

HYDRAULIC MACHINERY ELMES SHORT CUT PRESSES



With Brass Lined Cylinders and Stationary Dies Are High Production Units EASILY ADJUSTED to Produce Any Length or Fancy Cut of Goods.

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



Though Trifles
Make
PERFECTION
Is No Trifle

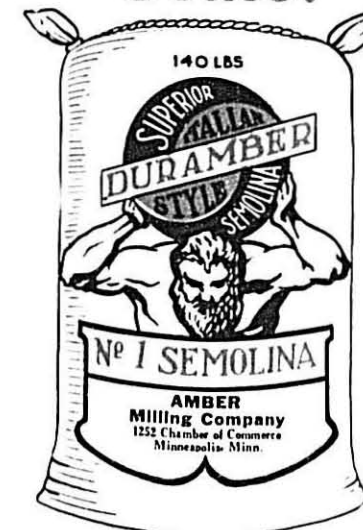
QUALITY

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

SERVICE

Volete Una Pasta Perfetta ESquisita

Usate!



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

Wheat Stocks Normal-- Demand of Small Volume

Stocks of bread wheats including durum, were well below the record supply on hand a year ago but slow domestic demand and lack of an export outlet because of depressed foreign currencies and trade barriers made the prospects for wheat anything but bright, says the U. S. bureau of agricultural economics in its review of the 1932 wheat crop and conditions as of Dec. 30, 1932.

Fairly complete figures are now available on wheat production in the northern hemisphere this season. Taken altogether, but excluding Russia and China for which we have no official estimates the world's wheat crop this season appears to be just about as large as last year and totals nearly 3 1/2 billion bushels. Numerous shifts have taken place, however, in areas of large and small production. The 1932 United States crop was 175 million bushels smaller than last season but this decrease was largely offset by an increase of around 125 million bushels in the Canadian harvest. The output in Europe was about 65 million bushels above last season with short crops in exporting countries of the Danube more than offset by heavy yields in France, Italy and Germany. The North African crop was also larger but production in India was below last season.

Total world supplies of wheat at the close of 1932 are smaller than a year ago when remaining stocks in the northern hemisphere and probable outputs in Argentina and Australia are taken into account. Record stocks of old wheat were on hand in the United States at the beginning of the crop year July 1 but the winter wheat crop was short. Exports have been very light, mills have ground less wheat, and with feed grains so cheap less wheat probably has been fed. It therefore appears that domestic supplies are about 75 million bushels less than a year ago. Latest figures from Canada show nearly 75 million bushels more wheat in that country a year ago which would about offset the decrease in the United States. Bonded stocks in the United States and Canada are about 35 million bushels less than a year ago, so that total supplies of wheat in North America are probably 30 to 40 million bushels under last year, when they were unusually large.

Information on stocks or carryover of old wheat in Europe is extremely fragmentary but from such statistics as are available it appears that wheat stocks were at a minimum at the beginning of the current season and were materially smaller than a year ago. The usual importing countries likely had somewhat more wheat while exporting countries in the Danube basin

where crops were poor probably had less.

Southern hemisphere supplies now promise to be around 20 million bushels over last season. Official estimate of stocks of old wheat being carried over into next season in either Argentina or Australia are not at hand but trade reports indicate that remaining supplies are about the same as a year ago. A total crop of about 430 million bushels or nearly 20 million bushels more than last season, is now in prospect.

World demand for wheat the first half of the current crop year has been unusually dull. Unusually large crops in importing areas of Europe, high import tariffs and drastic milling restrictions, together with government control of exchange limiting the amount available to exporters for purchasing foreign grain have been principally responsible for the reduced world trade in wheat this season. World shipments to date are 80 million bushels below last year to this time and are the smallest since 1925 in spite of the fact that ocean freight rates are the lowest in years with shipping lines competing actively for the limited trade. The United States share of the world's exports has been very small and shipments this season have totaled only about 15 million bushels compared with from 50 to 150 million bushels for this period in recent years.

The lack of an export outlet for United States wheat, together with a smaller local utilization has resulted in record low prices. On Nov. 25, December wheat at Chicago declined to 41 1/2c, the lowest price ever recorded in that market. At the close of December winter wheat was selling at around 40c per bushel at Kansas City compared with about 50c a year ago. Spring wheat was quoted at Minneapolis at 45c-50c while a year ago it was selling at 70c-75c. Other classes were also cheaper than a year ago. While domestic prices are at record low levels, they are still relatively higher than in other exporting countries. The best grade of Canadian wheat was selling at the close of the year at Winnipeg at 40c per bushel in United States money. A year ago this wheat was bringing about 60c a bushel.

School Luncheons

Quality and not price should be the deciding factor in selecting foods to serve children in schools, says Martha Westfal, director of homemaking, New York city schools and Josephine M. Adams, assistant director of homemaking, joint editors of "The School Lunch." Buying on a quality basis removes from the school authorities the

responsibility of having to purchase food by undue pressure from unreliable firms who may present lower prices but whose products do not meet the required standard.

As a suggested guide for health regulation the authors quote from the sanitary code of the health department of New York city, emphasizing tests for quality. On the subject of macaroni the following method of testing is recommended:

"There are so many brands and qualities in the macaroni family,—macaroni, spaghetti, vermicelli and noodles, at varying prices that the practical kitchen test is the only reliable method by which to judge this product. In testing, for instance, 3 brands, equal quantities of water should be boiled in separate containers and equal quantities of macaroni allowed to boil for the same number of minutes. Ten minutes of boiling furnishes a satisfactory time limit. Any macaroni which is firm and holds its shape and does not have a distinct floury, uncooked starch taste is acceptable. The color is not always a safe guide and does not necessarily indicate a high gluten content as coloring matter may have been added. The washing of cooked macaroni in cold water is not necessary if the grade of the product is up to standard."

November Macaroni Exports

Exports of domestic macaroni by countries for November 1932 with quantities and values compiled by the Bureau of Foreign and Domestic Commerce is presented herewith.

Countries	Pounds	Dollars
Netherlands	4,800	403
United Kingdom	17,720	966
Canada	40,792	3,656
B. Honduras	954	65
Costa Rica	930	65
Guatemala	1,168	59
Honduras	9,712	475
Nicaragua	587	32
Panama	31,591	1,698
Mexico	8,767	749
Newfoundland and Labrador	2,708	225
Bermudas	1,244	90
Barbados	96	8
Jamaica	535	44
Other B. W. Indies	1,188	82
Cuba	14,048	762
Dominican Republic	27,458	1,391
Netherland W. Indies	3,807	274
French W. Indies	85	4
Haiti, Republic	3,175	186
Virgin Islands	1,545	67
Argentina	15	4
Ecuador	94	9
British Guiana	40	2
Surinam	27	4
Venezuela	411	79
British India	69	10
China	1,770	173
Netherlands E. Indies	388	40
Hong Kong	703	71
Kwantung	156	26
Philippine Islands	10,745	1,060
French Oceania	78	14
Union of S. Africa	882	92
Other P. Africa	27	3
Hawaii	66,563	4,209
Porto Rico	50,030	2,430
Total	304,908	\$19,529

To keep out of hospitals, keep out of danger.

Admitted to Law Practice

Thomas P. Chichi, son of Peter Chichi well known macaroni and noodle manufacturer of Passaic, has been admitted to the bar, being one of the successful candidates to pass the recent examination. Before starting to practice he will make a 2-month tour abroad, a graduation gift from his dad. The tour has a twofold purpose: a visit to the home of his parents and the study of peoples and customs in Italy, Egypt and the Holy Land.

Attorney Chichi was born in Passaic, received his elementary education in the public schools of that city. He prepared for law at Fordham university and received his degree at the New Jersey Law School in 1931.

He who hesitates loses his parking space.

Mrs. Rossi Recovering

Friends of Director Henry D. Rossi of the National association will be pleased to learn that his wife is recovering, though slowly, from serious and painful injuries sustained in an automobile accident last month. While driving toward Joliet her car was forced off the road by a careless driver in the car ahead, causing the Rossi car to turn over, injuring Mrs. Rossi seriously. At the Silver Cross hospital, Joliet to which she was rushed by her daughter who was

only slightly bruised, it was found that she had sustained 2 broken ribs and a fractured vertebra. After three weeks treatment in the hospital she was removed to her home in Braidwood, Ill. where she is improving from the effects of the injuries and shock.

Nothing is denied to well directed labor.

30,000 Tarzan Statuettes

During an 8 weeks test of the pulling power of radio advertising the Foulds Milling company of Libertyville, Ill. sent 30,000 statuettes of the chief character in its dramatization of "Tarzan of the Apes." One was sent to each listener who returned 3 package ends for the firm's macaroni, spaghetti and egg noodle cartons.

Ideas are the eggs from which Opportunity is hatched.

Advertising Five Minute Brand

The Roman Macaroni company of Long Island City, N. Y. has appointed Briggs and Varley, New York city to handle its advertising of the firm's Five Minute Brand of macaroni, spaghetti and egg noodles. While the publicity work will be through most of the recognized channels, radio advertising will be emphasized.

100,000 Premium Forks

Premiums have been used with some success in the macaroni industry. In others it has proven a most beneficial business spur. Ivanhoe Foods, for instance of Auburn, N. Y. manufacturer of mayonnaise, recently placed an order for 100,000 salad forks to be offered as premiums to users of its brand.

Safety is contagious—and a good thing to catch.

Sensible Diet Plan

By Dr. Thurman B. Rice, Associate Professor of Bacteriology and Public Health, Indiana University of Medicine

- 1—Eat a wide variety of clean foods well prepared, and served in such condition as taste, desire and convenience may dictate.
- 2—Lay special stress upon the exceptional food qualities of milk, fruit, vegetables, cereal foods, eggs and meat.
- 3—Give close attention to means of making food appetizing and inviting, the dining environment attractive and pleasant.
- 4—Do less fussing and fuming about food. Eat and forget about it. There should be more important and interesting things than the state of one's own digestion.
- 5—When ill, stop the "eats" and send for the doctor.

—Northwestern Miller.

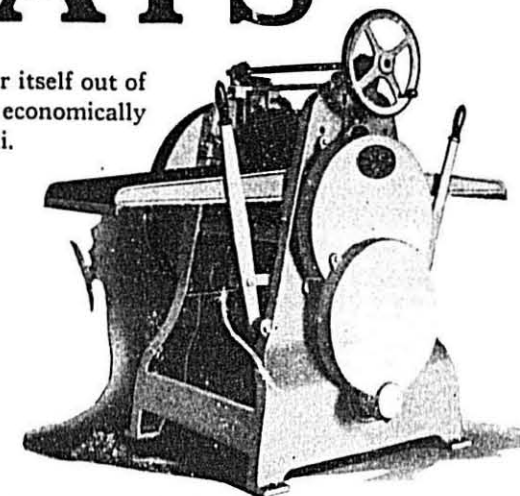
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The National Association Trade Mark Service

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

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

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

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

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

"Perfecto" and "Perfetto"

The Patent Office hesitates to register a trade mark that is too distinctly similar to one already being used for a particular group of products. An eastern manufacturer discovered this in an attempt made recently to register the trade mark "Perfetto" for use on macaroni products. His patent attorney discovered that a quite similar mark is already being used and has been registered by another macaroni firm.

The registered trade mark referred to is "Perfecto." The substitution of a letter "T" in the new trade mark for the letter "C" in the one now registered is not sufficiently distinctive under the rulings of the department. There is a probability that restricted registration rights may be given the applicant if the firm gets the consent of the owner of the trade mark that is already registered.

The trade mark "Perfecto" was first used and duly registered by the National

Macaroni company of Dallas, Texas, as the brand name for macaroni products marketed by that firm. In 1931 the old National Macaroni company went out of business and its rights to the trade mark referred to were sold to the Houston Macaroni company of Houston, Texas. The latter firm is now making regular use of the trade mark and for that reason it is not available for reregistration. Any firm desiring to use that trade mark or another very similar to it must first get the consent of the present owners.

Patents and Trade Marks

PATENTS AND TRADE MARKS

A monthly review of patents granted on macaroni machinery, of application for and registrations of trade marks applying to macaroni products. In December 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:

Red-D-Cut

The trade mark of The Pfaffman Egg Noodle company, Cleveland, Ohio was registered Dec. 6, 1932 for use on macaroni. Application was filed Jan. 22, 1932, published by the Patent Office Sept. 27, 1932 and in the Oct. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since July 12, 1909.

The trade name is in heavy type. No claim is made to the word "Cut" shown in the drawing except in association with the words of the trade mark.

Sole Mio

The trade mark of Vito Costa & Sons, Chicago, Ill. was registered Dec. 6, 1932 for use on alimentary paste products; namely, macaroni. Application was filed March 21, 1932, published by the Patent Office May 17, 1932 and in the June 15, 1932 issue of THE MACARONI JOURNAL.

Owner claims use since July 1, 1931. The trade name is in heavy type.

Big Dime

The trade mark of Bayard S. Scotland, doing business as Economy Macaroni Co., Joliet, Ill. was registered Dec. 27, 1932 for use on macaroni, spaghetti and noodles. Application was filed May 6, 1932, published by the Patent Office Oct. 11, 1932 and in the Nov. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since Oct. 31, 1931. The trade name is in black letters.

Red Cross

The trade mark of John B. Canepa company, Chicago, Ill. was registered Dec. 27, 1932 for use on macaroni, spaghetti, vermicelli, noodles and varieties thereof. Application was filed July 11, 1932, published by the Patent Office Oct. 11, 1932 and in the Nov. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since about April 1872. The trade mark shows a rectangle with the words "Red Cross" and crosses of that color printed thereon.

TRADE MARKS APPLIED FOR

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

Sun-Kist

The trade mark of California Packing Corp., San Francisco, Cal. for use on macaroni, noodles, spaghetti and other groceries. Applications were filed Oct. 28, 1930 and published Dec. 6, 1932.

Owner claims use since Nov. 16, 1914. One trade mark consists of a square near the top of which the trade name is in shaded letters. The other trade mark is in large outlined type.

Three Monks

The trade mark of Pacific Coast Macaroni Manufacturing Co., Seattle, Wash. for use on macaroni products. Application was filed Sept. 28, 1932 and published Dec. 27, 1932. Owner claims use since March 1, 1926. The trade mark is in outlined type near the top of a square. Underneath is a picture of the three monks eating.

PRINT

Carroccio's

The title "Carroccio's Spaghetti" was registered Dec. 6, 1932 for use on spaghetti by T. A. Carroccio & Sons, Inc. New York, N. Y. Application was published Oct. 11, 1932 and given registration number 13975.

Follows Husband in Death

Within 3 weeks following the death of Charles Rosotti, president of the Rosotti Lithographing Company, Inc., New York his widow, Mrs. Josephine Rosotti passed away. She died Dec. 7, 1932 after an illness that had confined her to her home many months. She died not knowing of the death of her husband. Friends of the survivors, daughter Claire and sons Ralph and Charles, extend their sympathy over this double loss in such a short period.

January 15, 1933

THE MACARONI JOURNAL

27

Training of Truck Drivers

All plans for training of truck drivers, whether a firm operates only one or two trucks or a fleet should have as their main objectives development of habits of safety, efficiency and courtesy. Most emphasis might well be put on courtesy because that is the one habit that is most often neglected and really is all 3 in one, for a courteous driver is bound to be careful both to the people he meets and to the truck he drives. If truck owners will only bear down with enough insistence on good mannered driving they will have few avoidable accidents and little truck abuse to contend with.

No single plan of driver training could be adopted as applicable to all situations, because modifications are necessary according to the kind of service, size of the fleet and its makeup, territory covered, the organization set-up and numerous other conditions that vary in the different macaroni and noodle manufacturing plants of the country. Each owner must work out his own program, keeping in mind several general principles that apply to all truck operations.

Why Driver Training Is Profitable

There are many easily recognized rewards for inculcating in your truck drivers the habits of safety, efficiency and courtesy. Macaroni and noodle manufacturers should fully realize that

safety is worth all its costs, purely from humane considerations. No truck driver or owners want to kill or hurt people and a conscience clear of such responsibility is a precious possession. Neither do they desire to destroy property, even though they escape judgment.

Apart from the ethical side there is the economic phase. The greater part of accidents do not result in personal injuries but usually do involve more or less property damage. It nearly always costs money in one way or another to settle for any accidents, the time of some one to attend to it at least, a law suit probably, damage claims perhaps. And make no mistake, insurance is, in effect, merely paying damage claims by instalments, for if the insured has a bad record his rates go up. Whatever investment one makes in safety work will pay a handsome dividend in reduced insurance premiums.

Reducing Operating Expense

Most truck owners are not so well informed as to the economy of efficient drivers. Some consider their most efficient driver is the one who delivers the most goods in a given time. Taken alone that is a dangerous standard, for against the saving he effects in labor costs must be put his effect on the

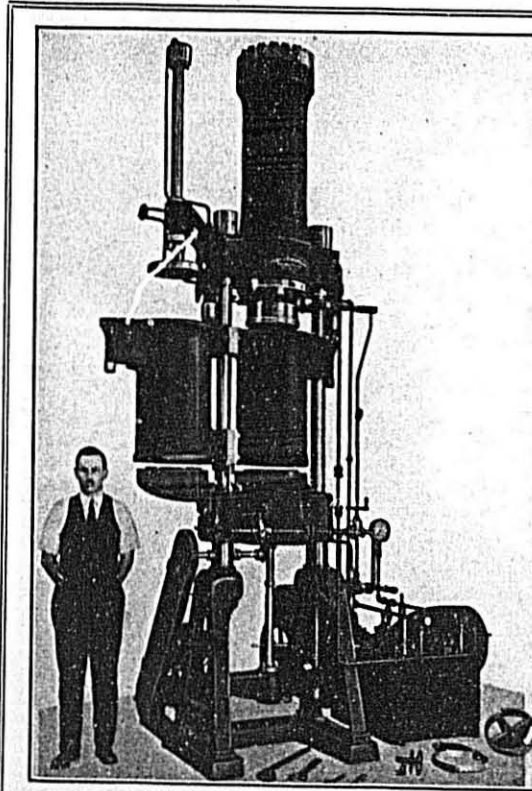
overhead. There is a point of diminishing returns soon reached if he has many accidents, if his truck requires excessive repairs, and still less tangible if he is losing business by offending customers and prospects. Measured from all these angles it might be found that the slowest man may be the most profitable.

The first essential is keeping proper records of performance of each driver, of repair expense on his truck and reaction of customers and others with whom he comes in contact. Next some sort of a reward for excellence in performance, for courtesy to other drivers and to customers. It is not so important what form of reward is adopted so long as it is something that the men will appreciate enough to work for it.

To summarize—the most efficient driver is the one the net cost of whose service is the least. It is to the macaroni and noodle manufacturers' interest to help their truck drivers become more efficient, to be always careful and ever courteous.

Now It's "Dated Bread"

Purchasers of the Gordon Baking company's new loaf will be sure of its freshness because hereafter the wrapper will bear the date on and after which it cannot be sold as "fresh." This firm is trying this plan out in Detroit and will extend it to other territories if found practical.



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 Founded in 1903
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 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
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 Display Advertising Rates on Application
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Vol. XIV January 15, 1933 No. 9

Our Information Exchange

Colored Wrappers

At the request of a large manufacturer in the central states a study is being made of the laws of the various states to determine which, if any, have laws specifically prohibiting the use of colored wrappers for food products, especially egg noodles.

Obviously the only advantage to be gained by wrapping egg noodles in amber colored transparent wrappers is to intensify the egg color in the products or to make inferior noodles resemble more nearly the natural product. In Europe particularly Switzerland, colored macaroni products have become quite a popular fad. There is made and sold a "red" macaroni in which the beet juice is the coloring ingredient and a "green" macaroni in which spinach is used. However, these products have found little or no trade demand in this country.

Government agencies, the health authorities and leading food manufacturers have been and are sponsoring a campaign of education that will make buyers more careful in their food purchases. A plain noodle in an amber colored wrapper may sell the product once, but wise consumers will not and cannot be fooled all the time. And he who tries to fool the public will himself be fooled.

While it may not be illegal to use an amber color transparent wrapper on egg noodles of the proper standard of eggs, it is not necessary to do so. 'Twould be better not to arouse the suspicion that might naturally be aroused.

Confer with your fellow manufacturer

ers during the Canners convention in Chicago, Jan. 23, 1933. You are always welcome.

Be Easy But Not Too Easy

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

With a rather considerable experience in such matters I have reached the conclusion that a not inconsiderable evil of present business is the ease with which compositions, or compromises between a business man and his creditors can be put through.

To put it differently, creditors are far too ready today to settle with embarrassed debtors upon a basis much lower than the facts would warrant.

The chief weapon in all these cases is "If you don't take this I'll go into bankruptcy and you won't get anything."

The average business man has a very pronounced distaste for bankruptcy proceedings and a greatly inflated idea that the estate will be eaten up with fees anyway, therefore he had better take what he can get.

In a large percentage of these cases the debtor would not go into bankruptcy, and if forced he would pay more than the first amount he offers.

In one case a wily business man, somewhat but not fatally embarrassed financially, went around among his creditors and offered 33 1/3% on the dollar, with the usual threat of bankruptcy if not accepted.

All creditors took it without inquiry. Six months after that he told me that if his creditors had stood out he had

There was no fraud here, unless it was in the fact that the debtor exaggerated his condition. The creditors had clear option to refuse the 33 1/3%, and if all preferred to take it without investigation it was up to them.

In another case an involved debtor offered 20% in settlement, accompanied by the usual threat of bankruptcy. I happened to represent some of the creditors and on my advice they refused to settle on this basis. The debtor promptly went into bankruptcy as he said he would, and after once in repeated his offer of 20%. That was also refused by a sufficient number of creditors, and he finally raised his offer to 50%, which went through. A gain of 30% merely from holding out.

In that case I have reason to believe that the debtor would have gone another 10% if the creditors had still held out, but nobody wanted to stretch the cord too far.

If you have a good referee, an energetic trustee and lawyers who are on the job, it usually pays to carry a debtor through bankruptcy, considered as a dollars and cents proposition. In spite of the fees you can probe so deeply into the affairs of a bankrupt under the inquisitorial power of the bankruptcy act, that often you can dig up stuff that never would come to light otherwise.

I should like it to be understood that nothing I have said here applies at all to the case of an honest debtor who is des-

perately trying to keep out of the bankruptcy court by settling with his creditors on a fair and honest basis so as to avoid the stigma of bankruptcy. Such a man should be helped in every possible way to come back, and he almost always is. There are such men, although I have sometimes doubted it. It is the hold-up man who stages a partly faked failure, that I am talking about. These are legion. Personally I am always inclined to distrust the debtor who uses the argument, "If you don't take this I'll go into bankruptcy." The minute he says this I am on my guard against him. If he says, "All right, it's for you to say. It's all I can see my way clear to offer. If you don't feel like taking it I'll have to file a petition in bankruptcy, and we'll try to get more if we can"—if he says this I am strongly inclined to recommend the acceptance of his offer, for it is probably honest.

He hears but half who hears one party only.

Settle California's Bread "Price War"

Every industry has had to contend with price wars which are always disastrous to business. In Los Angeles the baking trade, seeking to get products into the large master markets which claim to do 40% of the retail food business in that city, started a systematic price cutting program that did not end until bread could be purchased at 1c a pound loaf. The fight became so disastrous that Governor R. Rolph found it necessary to act as mediator by appointing a commission to study conditions in the Los Angeles bakery trade. The recommendations of this commission which have been adopted by all excepting a few of the smaller bakers, have temporarily settled the price war. The major recommendations offered by the committee were:

1. That all secret discounts be abolished, and that an equitable distribution of discounts based upon volume be instituted.
2. That the bakers should accept for return and credits only 10% of the total amount sold the retailer.
3. That bread should be sold by the baker to the retailer at a discount of 20%. If the volume of the retailer exceeds \$150 per week at wholesale but is less than \$300 per week, the retailer should be granted an additional 5% discount. If the volume of the retailer exceeds \$300 per week at wholesale, he should receive an additional 10% discount.
4. That the bakers form an association and hire impartial outside cost accountants, through whose consultation each plant would be able to attain the utmost in efficiency so far as costs are concerned.

Heaven never helps the man who will not act.

Buy American Goods

The "Made in America" Club, Inc. has been incorporated in Illinois by a group of manufacturers to launch a national campaign to stimulate American business and put some of the jobless back on payrolls. Its purpose is to give work by increasing the sale of products made in America. Also to discourage and stop the sale of inferior foreign made goods in the United States.

Similar to the "Buy British" movement now under way in England, the idea behind the new plan is that if enough wage earners purchase American made and grown products exclusively the depression will have been dealt a death blow. Chas. I. Johnson, vice president and general manager of the Nestor Johnson Manufacturing company, skate manufacturer, is originator of the plan. Headquarters have been established in the Pure Oil building.

"Once the average American is convinced it is to his own economic advantage to buy American made goods in preference to imported goods the soundness of the plan will be universally recognized," Mr. Johnson said in explaining the movement.

"In many instances European workmen are paid wages far below levels necessary to maintain the established standard of living in this country.

Their products being produced so cheaply, can be brought here and sold for less than the same product manufactured in this country.

"If the average American could realize that one single purchase of a competitive foreign product could start a chain of events leading up to throwing an American workman out of a job he would hesitate before purchasing foreign merchandise, particularly at a time when our own employment conditions are so unsatisfactory."

D. F. Kelly, head of The Fair Store, Chicago in addressing the members of the "Made in America" Club, Inc. at a meeting, held in the Chicago Athletic Club upon the subject "Buy American Goods," said: "In view of what has happened in Europe recently it seems to me the proper time to start the campaign to buy American goods made by American workmen and give employment to Americans. We have inaugurated the idea in our store advertising and plans are under way to make this a national movement."

The plans provide for manufacturers to subscribe to membership in the "Made in America" club for all their employes including factory workers. The members of the club pledge themselves to buy only products made and grown in America. Members will be

provided with lapel buttons, automobile stickers, automobile plates and literature.

James W. Clark, president of the A. C. Becken Co. was elected president of the "Made in America" Club, Inc. Other officers are Charles I. Johnson, vice president and general manager of the Nestor Johnson Manufacturing company, vice president; Guy V. Dickinson, secretary-treasurer; C. S. Clark, executive secretary, and B. Wilson of Mathias Klein & Son, chairman of the advisory committee of 100 manufacturers.

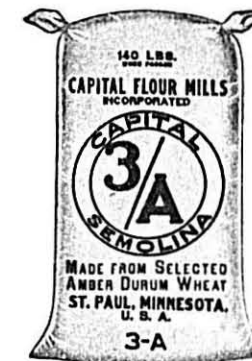
The national organization will consist of an advisory committee of 100 prominent manufacturers and a group of 30 honorary members. The active management will be in the hands of an executive committee of 6 manufacturers. Trade associations are asked to cooperate.

Directors will be appointed in each city to organize local clubs and carry on promotional activities in cities throughout the United States. This will be a definite benefit to American labor and American advertisers.

"We'll be seein' you." Where? At midyear conference of the macaroni industry in the Palmer House, Chicago Jan. 23, 1933.

No man ever yet became great by imitations.

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ORGANIZE
HARMONIZE

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

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Macaroni Men's Midyear Conference

•••

The President's Message

Greetings to the Members of the National Macaroni Manufacturers Association and to all friends of the Industry. May the New Year have in store for all of us 365 days of better business.

Members of the National Macaroni Manufacturers Association and all the friends and well wishers of this organization and of our Industry in America have been invited to attend a very important midyear meeting in Chicago on Jan. 23, 1933. It is my pleasure to renew and reaffirm this invitation. The meeting date has been set to coincide with the conventions of the canners and wholesalers which usually attract many macaroni men interested in maintaining a friendly contact with these groups of distributors.

As President it is my pleasant duty to invite all macaroni manufacturers, association members and nonmembers to join with us in studying such important matters as (1) The proposed macaroni amendment to the Federal Food Laws (2) Studying semolina and macaroni grades (3) Improvement of selling practices with the view of eliminating disastrous and ruinous competition from which all suffer (4) Promote educational activities to increase consumption and profits (5) to study proposed Domestic Allotment bill as it affects our trade and to fight vigorously to retain the present protective tariff on imported macaroni.

There is still much to be accomplished in our industry through closer cooperation by all manufacturers and groups. Understanding will come when the views of all are known and studied. The meeting in Chicago this month provides the opportunity for a friendly get-together to determine the proper solution of our common problems that are causing us much worry and endless losses. May we have your help in determining a definite line of progressive action to alleviate somewhat the adverse business conditions confronting us?

ALFONSO GIOIA, PRESIDENT.

The Secretary's Invitation

Our Country's Actual Resources Still Exist. Despite Everything That Has Happened, Business Will Continue and Be Carried On By Those Who Keep Trying.

Manufacturers of macaroni products who keep trying, who keep going after business in planned and acceptable ways will successfully survive the present business depression that has put all manufacturers to the acid test during the past three years.

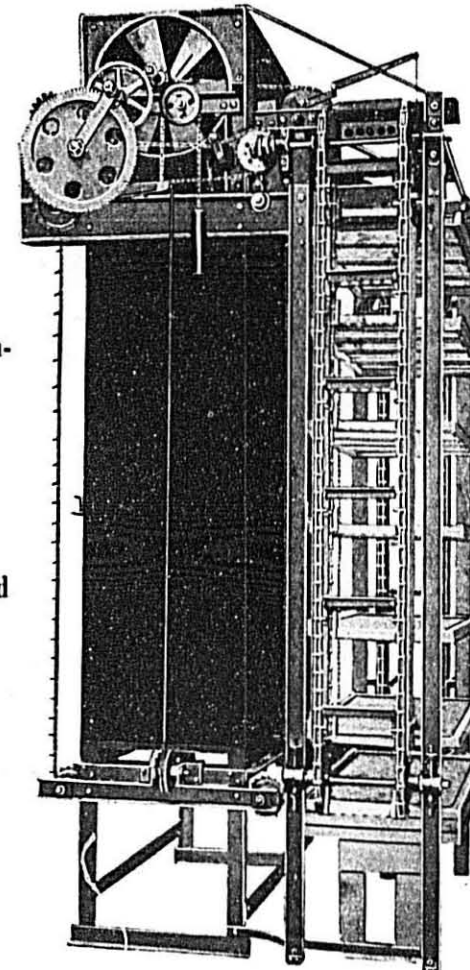
Numbered with the successful and going firms when business hits its natural stride will be those who have stood loyally behind their products and shoulder with their fellow manufacturers in their trade association, cooperating unselfishly in all the promotional activities sponsored by the organization and fighting fearlessly all tactics and trends that threatened the general welfare of the trade.

We must admit that our trade problems are intensified and our troubles multiplied by the grave conditions under which all business is and has been operating—conditions that affected adversely all trade the world over. It must be further admitted that only through friendly conferences can united action toward improvement be taken. Therefore it seems to be almost imperative that the friends of the macaroni manufacturing industry of this country should very willingly attend the midyear meeting of the trade which is being sponsored by the National Association. There, in union with fellow sufferers, there will be a free and friendly consideration of the "business-retarding" and "profit-robbing" problems of our industry.

For this purpose be at The Palmer House, Chicago, Monday, Jan. 23, 1933.

M. J. DONNA, SECRETARY.

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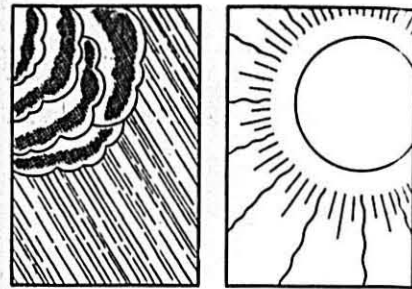
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WATCH US GROW

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*