

**THE
MACARONI
JOURNAL**

**Volume XIII
Number 6**

**October 15,
1931**

The
Macaroni Journal



Minneapolis, Minn.

October 15, 1931

Vol. XIII No. 6

**Your Trade Association--
A Modern Business Necessity**

Encourage your trade organization; don't impede its activities.

That's the spirit that should be proudly manifested at the special meeting of the National Macaroni Manufacturers Association in Chicago, Tuesday, October 27, 1931.

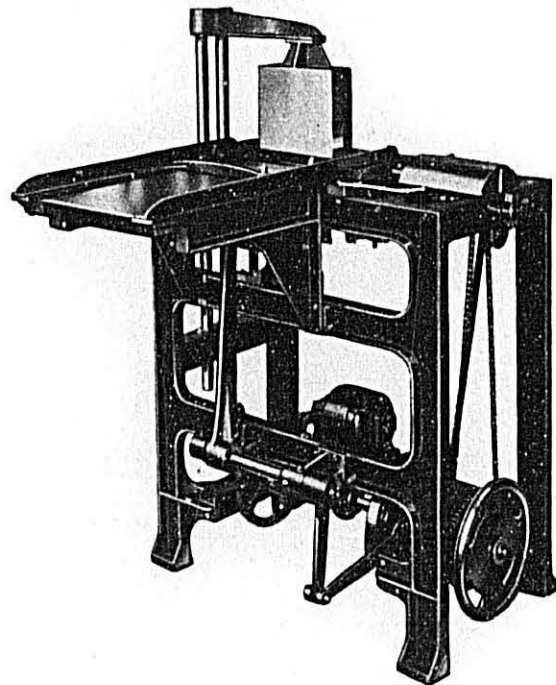
Come to this important meeting with an open mind. Consider the value of a well organized and properly managed trade association to any industry.

Help yourself by giving your organization the support it must have to serve you best.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

For Sensible
Cost
Reduction

PETERS
JUNIOR
FORMING
& LINING
MACHINE



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

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

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

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



Peters Machinery Co.

GENERAL OFFICE AND FACTORY

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



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» BUSINESS TALKS «

By FRANK FARRINGTON

... Looking the Part ...

If an actor is to take part in the cast of a motion picture, he must make himself look the part. A man ought to see that he looks the part if he poses as a business success.

The clothing trade uses the slogan, "Dress well and succeed." It is intimated that one succeeds, in part, because of dressing well. Nothing succeeds like success, they say, and it ought to be as good logic to say that success is not success unless it looks successful.

James IV of Scotland took over the throne of England and on the morning of the day of the great event, it was found that Jamie had no silk hosen for the occasion. The Court was in a great pickle, for how could a man be a king and not look like a king, even down to his hose? Fortunately, one of the lords of the train was possessed of the required apparel and King James went to his coronation as a king should.

But apparel is only a part of one's looks. Looking the part involves also having proper carriage and manner and a fitting expression of countenance.

Lincoln's Secretary of War, Stanton, once said to an officer, in describing a man both knew, "That man is a pretender and a humbug. Did you ever in all your life see the head of a human being which so closely resembled that of a codfish?"

"He is not responsible for his head or face," responded the officer. "Any man of fifty is responsible for his face," declared Stanton.

There is truth in that statement. What a man has done with himself during the years he has been or should have been achieving success, marks his appearance beyond the effect of clothes.

It scarcely seems possible that a man will neglect to take credit for the success he has achieved, when it is only a matter of suitable dress. That other part of his appearance, his face and his figure and bearing, has probably taken care of itself, but he has to take care of the clothes factor.

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MILLED BY EXPERTS ★ ★

THAT'S WHY YOU KNOW IT'S
ALWAYS UNIFORM

TWO STAR No. 1 Semolina has the distinction of being milled by men who have won wide recognition in the semolina industry. For this reason, you can be sure that only the most scientific and efficient methods of milling and testing are employed in the manufacture of Two Star No. 1 Semolina—methods which guarantee its high quality and unflinching uniformity.

Our laboratories are fully equipped with efficient instruments for testing granulation, color, protein strength as well as checking for specks. During the entire milling process continuous tests are being made to make certain that the rich, creamy color, the high gluten content, and excellent flavor of Two Star No. 1 Semolina remains perfectly uniform.

Macaroni manufacturers who give Two Star No. 1 Semolina a trial remain steady users. They know we are right when we say, "Two Star Semolina is as dependable as the stars."

TWO STAR SALES OFFICES

Baltimore: 117 Commerce Street	Chicago: 612 N. Michigan Ave.	Philadelphia: 418 The Bourse
Boston: 177 Milk Street	Kansas City: Elmhurst Building	Pittsburgh: 568 Aiken Ave.
Buffalo: Dun Building, 7th Floor	New Orleans: 535 St. Ann's Street	San Francisco: Merchants Exch. Bldg.
	New York: 410 Produce Exchange	

★ ★ **TWO STAR SEMOLINA**

Milled By

MINNEAPOLIS MILLING COMPANY

Minneapolis, Minnesota

THE MACARONI JOURNAL

Volume XIII

OCTOBER 15, 1931

Number 6

Closer Cooperation Will Help Speed Recovery

Business the world over is engulfed with what is probably the most serious depression ever experienced. No line production, service or distribution seems to be immune from the effects of the panicky conditions that have us all in a quandary.

In this midst of this depression is it any wonder that most of us feel depressed? That even the more intelligent people express the belief that never again will we see the happy, golden days of the period from 1922 to 1929? Our confidence in the future may be somewhat shaken, but in this land where the people have a natural urge to progress, to live a better life, produce improved goods and give more efficient service, how can anyone feel so pessimistic?

The Macaroni Manufacturing Industry, producing what we may call an economy food, should, if that were true, be enjoying unlimited prosperity, but evidently people are not turning to use of cheaper foods but are exercising more care in their purchases with the result that the macaroni market has not been enhanced in the least by the depressed times; on the contrary the macaroni industry is experiencing the same difficulties that have befallen other trades.

Business leaders and students of business conditions and trends are unanimous in their claim that never in the history of this country has there existed so urgent a need for united action on the part of business groups as now. Only through the efforts of closely-knit organizations will our industries emerge triumphantly from the slump into which we were so unceremoniously plunged two years ago.

At the very moment that the macaroni manufacturing industry should be presenting a solid, impregnable front to the enemies that are encroaching on and usurping the rightful place of macaroni products on the American table, there are some who are thoughtlessly trying to tear down an organization that for nearly a third of a century has strived bravely and successfully to place the trade on its present high plane. As a reason for their action they say that they are opposed to this or that activity of the National Macaroni Manufacturers Association, suspect this of suspicion that. In short there exists at this time, perhaps the most precarious period in the organization's ca-

reer, a faith-destroying whispering campaign that bodes the whole industry no good.

As official organ of the National Association, this trade paper modestly refrains from boasting about the organization's part in the work that had brought a practically unknown industry to the peak of its achievement at the time the present depression crashed on the heads of the whole world. We refrain from bragging, knowing that "the fellow who blows his own horn seldom plays a tune that others appreciate." Suffice it to say that we have a voluntary organization that has kept in step and perhaps a little in advance of the progress made by this adopted industry since the National Association was formed in 1904, and that it is today in a much better position and more able to serve the trade than ever before.

The National Macaroni Manufacturers Association has gained much in the way of organization experience and leadership in its many years of useful existence, that will be invaluable in bringing to a successful conclusion its present most important purpose of leading the industry out of the discouraging slough of depression into the brilliant sunshine, an end that will be attained all the quicker if supported by a united, unselfish majority group.

A meeting of vital interest to the National Association and one that will have an important bearing on the whole industry in this country has been called for October 27, 1931 in Chicago. It is pertinent that every member firm that recognizes that there is strength in unity will send representatives to this special session ready to fight to the last ditch in preserving intact and inviolate the national organization that has so faithfully and determinedly served the industry in the past.

To overcome the harmful effects of depression we must not only pull together but we must unitedly push aside all internal and external obstacles that are retarding or impeding progress. Through closer, proper cooperation between the leading manufacturers only can we hope for a speedy recovery. Let that be the guiding spirit when good fellows meet in Chicago this month.

» Regional Meeting a Big Success «

Members Enthused Over Idea of Holding Informal Meetings in Convenient Territories to "Talk Shop"

If the interest and enthusiasm of the members who attended the 3 test regional meetings held in September is any criterion of the attitude of the rank and file of the National association to the innovation, then the plan may be termed a great success and will probably be enlarged immediately to include every important manufacturing section of the country.

It seems to be generally agreed that at least 2 such series of meetings should be promoted yearly and these in addition to the annual convention should give the membership ample opportunity to keep in the closest possible contact with the association activities. At these small neighborhood gatherings some who hesitate to speak at the national conventions because of lack of confidence in their ability to do so as fluently as they would like, speak very freely because they are personally acquainted with almost every one in the room.

The Milwaukee Meeting

The first of the 3 test meetings was held in Schroeder hotel, Milwaukee, Wis., Sept. 10. The attendance surpassed all expectations and the discussions were most interesting.

Frank J. Tharinger, association adviser and former president of the organization presided at the morning session and G. C. Hoskins, vice president did likewise during the afternoon meeting.

Seventeen members and officers made up the attendance at the first meeting and all were the guests of the Milwaukee manufacturers at luncheon that consisted of tasty foods and viands for which the city is famous.

In opening the meeting, Chairman Tharinger said: "Regional meetings can be most helpful to all interests in our industry only if the members themselves will show their appreciation and recognize their importance. Come to these meetings. Speak freely or think out loud for only by making our views known can we expect the national officers to act as we would like them. The cooperation of the rank and file is not only wanted but needed, in guiding the actions of the directors and employes as well as the destinies of our association."

He then introduced the well balanced program prepared for the several regional meetings held in September, details of which will appear later in this story.

Among those in attendance in Milwaukee were the following:

Frank J. Tharinger, Tharinger Macaroni Co., Milwaukee.
Frank Traficanti, Traficanti Bros., Chicago.
Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.

G. G. Hoskins, The Foulds Milling Co., Libertyville, Ill.
John L. Fortune of Fortune-Zerega Co., Chicago.
Jack Luehring, Tharinger Macaroni Co., Milwaukee.
G. H. Strauss, Milwaukee Macaroni Co., Milwaukee.
John Busalacchi, Busalacchi Bros. Macaroni Co., Milwaukee.
Erwin John, Milwaukee Macaroni Co., Milwaukee.
W. F. Bell, Quaker Oats Co., Chicago.
Robt. B. Brown, Fortune-Zerega Co., Chicago.
A. I. Grass, Grass Noodle Co., Chicago.
J. B. Kohn, A. Russo & Co., Chicago.
H. B. Manger, Milwaukee Macaroni Co., Milwaukee.
B. R. Jacobs, Washington representative, Washington, D. C.
H. M. Ranck, merchandising manager, Chicago.
M. J. Donna, secretary-treasurer, Braidwood, Ill.

The St. Louis Conference

"The National association has surely taken a forward step in promoting these regional meetings," said John Ravarino, chairman of the morning session of the St. Louis meeting in the Jefferson hotel, Sept. 15. "Sorry we haven't more members present but as it is many have come great distances and they are to be congratulated on the interest shown in this association activity."

"We must promote such gatherings as they present us the needed opportunity to analyze our difficulties in marketing our products at fair margins of profit. After all what are we in business for? Just to slave to make a profit for the jobber and the retailer? In this day of keen and unfair competition we need cooperation, first between ourselves. We must put our own house in order by adhering to accepted standards in business policy, management, production and distribution. Those are only a few of the things that can be treated frankly in meetings of this kind. So let us have a friendly meeting with full discussion of every vital problem that concerns us in this territory."

The general program for these test meetings was then followed by Chairman Ravarino during the morning session and by Director Vagnino who officiated during the afternoon conference. At noon the visitors were guests of the St. Louis manufacturers, and what hosts they proved to be! The visitors surely did justice to the delicious offerings so thoughtfully prepared by the local macaroni men.

Fourteen manufacturers and officers, several of whom came great distances, attended the St. Louis meeting. Among them were:

John Ravarino, Mound City Macaroni Co., St. Louis.
L. S. Vagnino, American Beauty Macaroni Co., St. Louis.

C. R. Jones, Domino Macaroni Co., Springfield, Mo.
Joseph Freschi, Ravarino & Freschi & Mfg. Co., St. Louis.
Eugene Skinner, Skinner Mfg. Co., Omaha, Neb.
J. Mercurio, Mercurio Bros. Spaghet Mfg. Co., St. Louis.
H. W. Wibracht, Checkers Food Products, St. Louis.
J. H. Diamond, Gooch Food Products Co., Lincoln, Neb.
Antonio Rutino, Italian-American Macaroni Co., St. Louis.
S. D'Allesandro, V. Viviano Macaroni Co., St. Louis.
Phillip Schlessinger, Mound City Macaroni Co., St. Louis.
B. R. Jacobs, Washington representative, Washington, D. C.
H. M. Ranck, merchandising manager, Chicago.
M. J. Donna, secretary-treasurer, Braidwood, Ill.

The Pittsburgh Group

Secretary-Treasurer M. J. Donna of the National association acted as chairman of the Pittsburgh meeting in the William Penn hotel, Sept. 17, doing so at the request of Director R. V. Golden who was scheduled to preside.

Secretary Donna stressed the importance of the regional meeting plan as a sure means of bringing the association right home to the members: "Regional meetings are and should be very friendly affairs wherein freer discussions of national problems and purely local affairs are permitted under friendlier circumstances. Here members should read, talk about the quality of goods found in the home markets, proper marketing principles and fairer spread of prices between cost of manufacture and sale to distributors, keeping always in mind the rights of the consumer. Grasp the opportunities which these friendly gatherings offer all of you to speak freely and thus guide the actions of your officers and committees."

The morning meeting was a close session to which only representatives of member firms were admitted. The usual program was followed, including all features presented at previous meetings.

There was a "dutch treat" luncheon over which Mrs. C. H. Smith presided with her charming womanly grace. This was followed an open and informal session involving discussions of almost all of the problems that confront macaroni makers anywhere. Though the attendance was small the enthusiasm was keen, and the group consisting of:

Mrs. C. H. Smith, Smith Egg Noodle Co., Ellwood City, Pa.
C. H. Smith, Smith Egg Noodle Co., Ellwood City, Pa.
Miss D. Lee Huey, Smith Egg Noodle Co., Ellwood City, Pa.
Salvatore Viviano, S. Viviano Macaroni Mfg. Co., Carnegie, Pa.
Robert Boehm, A. Boehm and Sons, Pittsburgh.

October 15, 1931

L. E. Cuneo, Connellsville Macaroni Co., Connellsville, Pa.
R. V. Golden, West Virginia Macaroni Co., Clarksburg, W. Va.
C. M. Stone, Connellsville Macaroni Co., Connellsville, Pa.
B. R. Jacobs, Washington, representative, Washington, D. C.
H. M. Ranck, merchandising manager, Chicago, Ill.
M. J. Donna, secretary-treasurer, Braidwood, Ill.

Interesting and Helpful Program

As announced in advance the program featured 3 important activities that are receiving the combined attention of the special committees and officers of the national association. In addition time was allowed for introduction of purely local problems, which proved most interesting and very helpful to those in attendance. Much of the latter discussion was of a private nature that was disclosed to members only.

Policing the Industry

Dr. B. R. Jacobs, Washington representative of the association and active officer in charge of the Educational Committee work, reported at length on the activities supervised and engineered since the convention.

To counteract the erroneous information that macaroni products are fattening, an idea that is detrimental to the best interests of the trade, the Educational Committee has started a campaign to teach the dietitians and the public the truth about the food values of macaroni products.

"Entirely too much emphasis on the caloric value of macaroni products has always been given by macaroni manufacturers," says Dr. Jacobs. "Uncooked macaroni has a high caloric value estimated at about 1600 calories but since macaroni in cooking absorbs 2 to 3 times its weight of water the per pound caloric value of cooked macaroni is reduced to a point where it is not any more fattening than bread, meat and other foods; and even less so when served in combination with vegetables and other products that are low in calories."

Dr. Jacobs reported on 2 of the many cases uncovered where there appeared deliberate intent to defraud. In one the buyer and seller agreed that the former's purchase of macaroni products should be labeled 20 lbs. to the box, but only 18 lbs. actually packed and paid for. Another firm bought 6 oz. packages of noodles, wrapped in cellophane with the understanding that each package would not contain more than 4 to 4½ ozs. and that the billing should be made on that basis. These were merely methods adopted to obtain products at a price that could be used in the critical competitive markets.

Hundreds of samples of macaroni products have been examined during the past 3 months to ascertain the ingredients used, the amount of acidity contained therein, and water absorption qualities and the truth of the statements contained on the labels. The information will be of great value in forming the future policies of the committee.

The new proposed federal specifications

which are to be used by the several agencies of the U. S. government in making purchases of macaroni products consumed by soldiers, sailors and inmates of the various federal institutions were explained. Dr. Jacobs emphasized that the Federal Specifications were not standards and should not be confused with any existing or proposed standard for macaroni products. By unanimous vote the Federal Specifications as proposed were approved by the 3 meetings.

Interchange of Cost Facts

At the Milwaukee meeting Chairman G. G. Hoskins of the Statistical Committee reported on the work already done along the line of compiling valuable facts from figures voluntarily contributed by members of the National association and introduced R. V. Thornton of Wolf & Company, who is in charge of this service, to fully explain a new plan.

Mr. Thornton declared that from experience gained from data submitted in July it would be necessary to request a less detailed statement from the supporting members; that a letter announcing this new service is being prepared and will soon be sent out of the office of the secretary at Braidwood asking for August data. In order to get a more true cross section of the prevailing costs of the different operations, he stressed the need of more figures from more firms.

Taking up the question at this point Chairman Hoskins asked for an expression of opinion on 3 points:

(1) Should reports be made monthly or quarterly? The big majority preferred monthly reports because facts could be obtained more often and made better use of when compiled more frequently.

(2) What would you prefer, to submit the cost sheet only or a full report as requested in July? It was unanimously voted that cost sheets only be asked for.

(3) How should figures be distributed after compilation? Unanimously voted that details on compilation be sent only to members who cooperate by supplying figures, but that general figures be published monthly in The Macaroni Journal.

Ten member firms present voted to submit figures and the unanimous action of this group should serve as an excellent example for manufacturers in other sections to follow. Those who volunteered to cooperate are: Busalacchi Bros. Macaroni Co., Milwaukee Macaroni Co., I. J. Grass Noodle Company, Fortune-Zerega Co., Peter Rossi & Sons, Tharinger Macaroni Co., Foulds Milling Co., A. Russo & Company, Traficanti Brothers, Quaker Oats Co.

At the St. Louis meeting Director Vagnino had charge of the subject of cost and statistics and the following firms promised every possible cooperation in compiling cost facts: Skinner Mfg. Co., Domino Macaroni Co., Gooch Food Products Co., American Beauty Macaroni Co., V. Viviano & Bros. Macaroni Mfg. Co., and Mound City Macaroni Co.

At the Pittsburgh meeting Secretary-

Treasurer M. J. Donna had charge of the cost feature on the program. The members there also manifested much interest in the activity and promised to submit facts and figures if less detailed reports were asked for. Among those who promised to do so were: Mrs. C. H. Smith Noodle Co., West Virginia Macaroni Co., W. Boehm Company.

Advertising and Merchandising

Advertising in itself is one of the best known and most dependable ways to arouse public interest in a product or service. It is one of the most important activities in the modern way of doing business but much of the value of advertising is lost because of the failure of those concerned to properly merchandise their advertising and their products.

Merchandising Manager H. M. Ranck of the National association stressed these points in an informal talk during the afternoon.

He reviewed the newspaper campaign and the efforts being made by the newspapers of the country to sell the advertising to the grocers, the restaurants and the hotels. The better newspapers of the country all have merchandising departments whose service is at the call of the trade. Macaroni manufacturers should feel free to cooperate with the local newspapers knowing that they will be under no obligation to place additional advertising because of having accepted this free service.

During the past 3 months Mr. Ranck had contacted most of the proprietors of newspapers who are to carry the association's advertising this fall and winter. In addition he had conferred with the editors of the several trade magazines interested in foods, addressed conventions of wholesalers and retailers and conducted a series of surveys, the results of which will be invaluable in guiding the association activities, the collaborative plans of the manufacturers and the merchandising of the campaign on the part of the press.

He pleaded with the manufacturers to be patient and loyal. It takes time for a campaign to click and it will do so more readily when it is fully supported by those whom it seeks to benefit.

Regional Meetings Approved

Since this was the first test series of regional meetings scheduled for the month, it was thought best to ascertain the attitude of the manufacturers toward the group meeting plan. The question placed before the meeting by the chairmen was:

"Do you think that the group meeting idea is a good one and that it should be used by the National association throughout the entire country as a means of bringing the association to the members under the most favorable condition?" A vociferous "Aye" definitely expressed the opinions of all the manufacturers at the 3 meetings.

It was agreed that the secretary should send out in advance of the meeting a letter inviting those who attend to prepare a list of questions that each would

like to have discussed during the open forum of the regional meetings.

Vote Confidence in Association

At the Milwaukee and St. Louis meetings, the letter and proposal by F. Patrono of the Independent Macaroni company which was sent to the entire membership, was submitted to ascertain the attitude of these groups toward the proposal. It was discussed at length, some of the discussions wandering far from the point of issue. At the Milwaukee meeting a resolution moved by Tharinger, seconded by Grass, was adopted as follows:

"That it is the sense of this meeting that since Mr. F. Patrono's letter of Sept. 1, 1931 addressed to all the members of the National Macaroni Manufacturers association appears to be an attempt to break a contractual arrangement between the National association and its members, therefore be it—

"RESOLVED, that we deplore the action and herewith express our confidence in the National Macaroni Manufacturers association and in the advertising campaign as conducted by the officers of the association and the agency in charge of the campaign."

The vote at the Milwaukee meeting was as follows: In favor: Tharinger Macaroni Co., Traficanti Brothers, Peter Rossi & Sons, Milwaukee Macaroni Co., Quaker Oats Co., I. J. Grass Noodle Co., Fortune-Zerega Co., Foulds Milling Co. Opposing: A. Russo & Co., Not Voting: Busalacchi Bros. Macaroni Co. 8 in favor, one against, one not voting.

The vote at the St. Louis meeting was: In favor: Skinner Mfg. Co., Checker Food Products Co., Domino Macaroni Co., Gooch Food Products Co., American Beauty Macaroni Co., Mound City Macaroni Co., Mercurio Bros. Spaghetti Mfg. Co., Not voting: S. D'Alessandro & Bros. Macaroni Mfg. Co., and Joseph Freschi of Ravarino & Freschi Imp. & Mfg. Co. The vote was 7 in favor, none against and 2 not voting.

Owing to the small attendance at the Pittsburgh meeting no record vote was taken on the solution though practically all of those present expressed confidence in the association work.

1932 Convention

Before adjournment the members present were asked to consider informally the question of the place of the 1932 convention of the association.

Secretary Donna called attention to a novel plan now being adopted by associations, holding their conventions aboard one of the many ocean liners that sail on week end cruises.

The usual plan is to have the ship leave port Friday night or Saturday morning. Destination may be Halifax, Bermuda or some other foreign port. Return to be made within 3 or 4 days, depending on the distance of the cruise. The cost of the cruise is not much in excess of the accommodations in many of the high class hotels wherein conventions have been held. The advantage is

that the members are held closer together, acquaintanceship is promoted and the work of the convention speeded.

As an alternative a trip on the St. Lawrence or the Great Lakes was suggested by some of the members. It was voted that the secretary ascertain all possible facts, figures and data about cruises of this nature and to have them ready

Swope Has Ambitious Industrial Plan

Last month President Gerard Swope of the General Electric company outlined a scheme of the national organization of industries under government supervision, a plan that has been observed with much interest by the business men of the country. The plan calls for modified cartels in which competition would be limited, overproduction governed, workers and investors vigorously protected.

As supervisor, overseer, referee, and adviser of the program, he suggests the Federal Trade Commission or "a bureau of the Department of Commerce or some federal supervisory body specially constituted." While there is nothing new or original in the proposal, some phases of which have been tried and others which are not in practice, legislation would be required to make the plan possible, perhaps even a modification of the Sherman antitrust law. In the Sept. 28 issue of Time the Swope plan was thus explained:

(1) "All industrial and commercial companies (including subsidiaries) with 50 or more employees, and doing an interstate business, may form a trade association. . . . These trade associations may outline trade practices, business ethics, methods of standard accounting and cost practice, standard forms of balance sheet and earnings statement, etc., and may collect and distribute information . . . on simplification and standardization of products, stabilization of prices. . . ."

(2) "All companies with participants or stockholders numbering 25 or more, and living in more than one state, shall send to its participants or stockholders and to the supervisory body at least once each quarter a statement of their business and earnings in the prescribed form. . . ."

(3) "All of the companies . . . may immediately adopt the provisions of this plan, but shall be required to do so within 3 years unless the time is extended by the federal supervisory body. Similar companies formed after the plan becomes effective may come in at once but shall be required to come in before the expiration of 3 years from the date of their organization unless the time is extended by the federal supervisory body."

(4) "For the protection of employees the following plans shall be adopted by all of these companies: (a) A workmen's compensation act . . . modeled after the best features of the laws which have

been enacted by the several states. (b) All employees . . . may, after 2 years of service . . . and before the expiration of 5 years of service, be covered by life and disability insurance. Cost of the policy would be shared equally by the employer and the company or companies for which he worked, even if he changed industries. The employer would not share the premium of a policy over \$5,000. (c) Old age pensions, to be effective when the worker reaches 70, would be worked out along the same lines, with the company putting by a fund dollar-for-dollar with the employee as long as the company share would not exceed \$50 a year. (d) A similar provision would be provided for unemployment insurance."

In the nature of an attractive afterthought President Swope included in his plan "a provision . . . to place domestic corporations of the sort described on a parity with foreign competition." Companies exporting might deduct from their federal income tax the equivalent of 5 percent of its export sales, "this X percent deemed to be the equivalent in selling price of the various provisions for the benefit of employees which the company must make under this plan and from which some foreign companies which the domestic companies have to meet in competition are free."

Observers found in the Swope plan many an idea already in practical application. For the dissemination of association advertising, mutual information and in some cases propaganda, there have long been trade associations (amateur florists, bottlers, copper and brass pipe manufacturers, tailors, lumbermen, etc. etc.). Most states (44) have workmen's compensation acts. Seventeen states have adopted a form of old age insurance. The Carnegie foundation provides (through its member colleges) 943 teachers with pensions much in the manner President Swope suggested. And last year President Swope announced an employment insurance program for General Electric in which the company shares with the worker a fund which guarantees him \$20 a week for 10 weeks if he is idle.

The hardships of a manufacturer are minimized by getting right after the business with the proper vim and "pep."

Good advertising makes a market for today—a reputation for tomorrow.

for presentation when the matter finally comes up for deciding on the 1932 convention site.

Expressing approval of the regional meeting plan and the appreciation of the visiting members for the courtesies extended by local manufacturers, the meetings were voted a pleasant and helpful innovation.

HOW WILL THE 1931 DURUM CROP AFFECT YOUR SEMOLINA?



A Product of
General Mills, Inc.
World's Largest Flour Millers

GOLD MEDAL "Press-tested" SEMOLINA

"Press-tested" means that Gold Medal Semolina has been thoroughly tested for uniformity of color, quality and strength under actual commercial conditions.

Great Reductions in 1931 Durum Wheat Crop Predicted

On September 1st, the Department of Agriculture predicted a crop of 19,647,000 bushels of durum wheat. The previous two years production was 54 and 55 millions of bushels, respectively. The average production for the past seven years has been 66 million bushels.

From the 20 million bushels of durum wheat grown this year, 5 million bushels must be deducted for next year's seed. Add to this an indeterminate amount which under present price and drought conditions must remain on the farms for feed, and the remainder of the crop to come to market must necessarily be very small. In fact, we anticipate the smallest durum marketing in a great many years.

Be Careful of Your Source of Semolina

The serious limitation of available wheat will drastically reduce the quantity of the choice colored durum semolina needed for the maintenance of proper quality in macaroni. As a consequence, macaroni manufacturers must exercise unusual care in the selection of their semolina during the forthcoming months.

Can you, as a macaroni manufacturer, place absolute reliance upon your present source of semolina? Are the laboratories of your millers properly equipped to insure the selection of the best grades of durum? Have your millers sufficient storage capacity in their grain elevators to make it possible to purchase and store the finest of the durum wheat crop? Are your millers equipped to rigidly test, under actual commercial conditions, every batch of semolina milled?

Select your Semolina carefully. Be safe and purchase

MERCHANDISING AND MARKETING

Essential Factors in Fully and Properly Capitalizing the Macaroni Industry's Trade Promotion Program

» Merchandising Thoughts «

By HAL M. RANCK, Merchandising Manager

In taking our advertising behind the counter there is no real substitute for salesmanship.



H. M. Ranck

And the larger the advertising appropriation and program the truer the statement is. Advertising being just another aid to effective salesmanship, the larger the program of advertising the more imperative is the sales plan to see that the advertising itself together with the product advertised is properly merchandised to get the greatest value from the advertising.

With cooperative advertising such as we are doing in the Macaroni Industry, the problem of making sure the advertising is being properly merchandised rests upon the shoulders of each and every manufacturer, instead of upon the shoulders of just one salesman and sales force, as is the case when individual advertising campaigns are launched. For this reason it is often more difficult to get cooperative advertising properly merchandised and sold to the retailer and the public than is an individual campaign. Yet when such concerted action and sales effort on the part of many member firms and their sales forces is finally realized, and swings into action, the result of merchandising cooperative advertising is always much greater than the results of merchandising an individual campaign.

In the macaroni industry, with a cooperative advertising program well underway, there is a distinct need at present for this unified sales and merchandising effort on the part of the sales organizations of all the member manufacturers in the industry. This effort on the part of all should not be hard to get if each firm will do its individual part and lend its support to such an effort. And until we really get such a cooperative effort underway we can not expect to get the full value from our advertising.

In short, this is no substitute for salesmanship, and we must take our advertising behind the counter.

In the opinion of the writer, we should start on such a merchandising plan and effort as an industry at the point of sale. The retail food store is the crux of our whole plan, the place where the real profit from our advertising is to be made, the place where the products will be purchased and the first place where we will see real results from such advertising. Not a dime's worth of profit can come from such advertising as ours until it is made at the retail counter, the point of sale. And while advertising is a sales weapon it can't do it all alone, particularly at the retail store; hence it is the job of each manufacturer's sales force to see that each retail store outlet offers the advertising a chance to perform its duty in that particular store. And in accomplishing this there is no substitute for salesmanship.

Many ask why all the importance of carrying the message of the advertising to the retail store owner, and carrying it behind the counter as we have termed it. It is because if the added effort is not put forth at the retail store, if the retail store customers are not given the opportunity to buy the product they have been urged to buy in the different ads, then they aren't going to buy unless they have a very definitely formed idea to buy these products before they enter the store. And of course today we know to a certainty the average housewife does not go to the grocery store with her mind closed concerning just what she is going to buy or what she is not going to buy. In other words, the average woman buyer of foodstuffs today buys upon impulse. She buys the things that she sees on display in the store, the items she has the desire created within her for when she markets at the store. Many a meal is being served today in the average home that is the result of some buying urge that was strong enough to cause the housewife to buy the particular products while she was in the retail store.

If this buying urge is made strong enough by the grocer through many ways of displays, sales efforts and suggestions, the results in sales of the items where the pressure is placed are always worth the effort put forth in

the retail store. And when this buying urge in the store is teamed up with effective and national advertising the results are all the more certain and satisfactory. Again, when the advertising is taken behind the counter and made a definite part of that buying urge to the retail customer, the greater results are to be expected and are always obtained. That is one fact we can not dispute.

Enough cannot be said concerning the value of tying in an advertising campaign or program such as the one on macaroni products, with a definite sales plan and display program in the retail store. We see more and more evidence each day of this sort of working when we analyze and study the many food product advertising programs and their related merchandising plans that are being effectively operated at the point of sale, the retail store. And the various large advertising media are today developing this tie-in merchandising plan with their advertising departments more than at any previous time. We see a great number of leading newspapers today with extensive and in many cases almost elaborate merchandising departments. These papers have learned that a department to carry the message of their advertising to the retailers is most essential and it pays to help the grocer, for instance, to carry in their columns. Likewise the magazines which carry the large amount of advertising today have merchandising departments, in many instances of astounding proportions. These departments are continuously helping to merchandise the ads that these publications are carrying, and with remarkable success. Thousands of dollars are being spent annually in newspapers and magazines to see that the advertiser and retailer affected by such advertising are getting the money's worth for the advertising placed. And remarkable results are being obtained in every line of advertising and business. Today the retailer has come to learn that much of the advertising placed and paid for by manufacturers is being placed for the benefit of the retailer as well as to interest

consumer, and the smart retailer is the one who is cashing in on this advertising and tying-in with it in his own store in some sort of a buying urge to reach the consumer who reads the ads in the many publications. Likewise the modern retailer is rapidly learning at the mere placing of advertising will not swell the sales to heretofore known proportions. Mr. Retailer has learned that the most effective advertising is that advertising that he can successfully merchandise in his store, and usually that advertising where the manufacturer who places it and the medium that carries it comes to him with a follow up plan that actually takes the advertising behind the counter to the benefit of the retailer.

In the macaroni industry as we have often stated, the actual results from our cooperative advertising program are going to depend a great deal on how well we as an industry do this thing.

We are going to have to show Mr. Retailer that the macaroni industry and its various manufacturers have a most definite follow up plan of merchandising that will carry our advertising program right behind the counter of Mr. Retailer, and help him to create that urge to buy in the customer that we all know brings actual results. We are going to have to keep pace with the many other food products that are advertising today and that are urging the retailer to greater sales of their products by having this tie-in merchandising plan that makes the advertising so much more effective. Competition is keener today than ever before, and while competition is the

of much business those industries in the food products field which do not keep pace with their competitors are going to suffer in actual sales regardless of how much advertising they do, where they place it or the type of copy they use. The burden and task of increasing consumption and sales cannot be shoved onto the advertising copy. True indeed is the fact that advertising stimulates the desire to use certain products, but until we help the retailer by proving its worth to Mr. Retailer so that he can actually cash in on it then we are likely to fail to get the real value from the advertising.

The macaroni industry is going to the retail store, the point of sale, with a well rounded plan of merchandising our advertising. We are going to help Mr. Retailer to cash in on this advertising to the extent that he can increase sales because of it, and of course when this happens our industry manufacturers will feel the result of these increased sales. We are going to help Mr. Retailer to cash in on this advertising by showing him what is needed in our industry in regard to merchandising our advertising program. We hope that each and every manufacturer who sells his product to the retailer either direct or through jobbers and brokers will resolve to do his

own particular bit toward putting this industry merchandising plan in effect. This plan will center around the retail store, the point of sale, and we intend to present it to the industry in a series of articles in this publication, which we hope will help to get it well under way during the coming months.

But with it all the key note will be IN TAKING OUR ADVERTISING BEHIND THE COUNTER THERE IS NO REAL SUBSTITUTE FOR SALESMANSHIP.

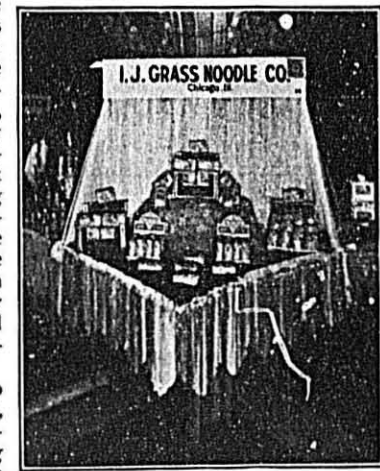
Guard Your Table-- Read the Label

Housewives will find new words printed in bold face type under the labels of some canned peaches, pears, tomatoes, cherries, and apricots packed this season and going on the market now. These words are, "Below U. S. Standard; Low Quality But Not Illegal."

What do the words mean, and what should the housewife do when she finds them on a particular can?

The words mean that the national pure food law has been amended to authorize the Secretary of Agriculture to prescribe and formulate quality standards for all canned foods save meat and meat products, and canned milk. The secretary has already announced official standards for peaches, pears, tomatoes, cherries, and apricots, and these standards are now in effect. The amendment, popularly known as the canner's bill, further authorizes the secretary to prescribe a

Prize Winning Noodle Exhibit



Egg noodles were in the spot light at the gigantic exhibition of food products held in the McAlpin hotel, New York city, Aug. 18 to 20 under the auspices of the National Food Distributors association, assembled for its fourth annual convention.

Featuring the display of these products was the very attractive booth of the I. J. Grass Noodle company of Chicago, prepared by none other than Irving Grass in person. Egg noodles in glassine and cellophane wrappings, in small bags suitable for counter displays and in attractive cartons made up the display that caught the eyes of the several hundred distributors who attended the convention.

designation to be printed upon the labels of canned foods that fall below the standards.

The canner's bill also gives the secretary authority to define a standard fill for canned foods. Canned foods shall be considered as of standard fill if the entire contents occupy 90% or more of the volume of the closed container. If a buyer finds the words, "Slack filled," on a can, she will know that the food in that container does not occupy 90% of the volume.

"A housewife with a limited amount of money to spend will be greatly aided in making her purchases of canned foods within the coming months if she will carefully read the labels on the containers," says Dr. P. B. Dunbar. "Nor need she fear that if she buys a can of food labeled with the substandard designation that she is getting an unwholesome product."

"If the food actually were unwholesome, it would of course be illegal under the food and drugs act and subject to action under that measure. She need not hesitate to purchase a food branded, 'Below U. S. standard; low quality but not illegal,' because that food will carry the nutritive, if not the esthetic, value of standard canned foods."

The housewife need not look for the wording indicating a substandard product on any canned foods, save the 6 mentioned, for some time to come. The standards for canned peaches, pears, apricots, cherries, and tomatoes are all that have been formulated and officially announced to date. The Food and Drug Administration will work out standards for other canned foods as rapidly as possible, however.

Seek Similar Macaroni Labeling Law

The National Macaroni Manufacturers association has gone on record in favor of such a law pertaining to macaroni and noodle products. At the 1931 convention of the organization a committee was appointed to study the whole matter, make analyses and consult government officials, especially those connected with the Department of Agriculture in drafting a suitable law to be proposed to the coming session of Congress.

The question puzzling the committee is just where to place the line of demarcation between macaroni that should be labeled "standard" and the "substandard" product. The committee is proceeding along the lines that a product made from high grade semolina or farina should be labeled "standard" and those made of a grade lower than "patents" or better should go into the "substandard" grades.

This activity is one of the most important now confronting the industry and the plan of the National association is deserving of the support of every manufacturer in the country that favors quality production. As soon as the proposed amendment to the federal food laws is drafted by the committee it will be submitted to association for approval. Then all manufacturers will be asked to urge their congressmen to vote favorably on the bill to be introduced.

» » » THE LOSER « «

By JOSEPH J. CUNEO
Of Cuneo Brothers, Importers and Wholesalers, Connellsville, Pa.

THE ASSOCIATION-MINDED

Prominently identified as the leaders of their trade associations will always be found the most successful men in any line of business. They are Association-minded, not for publicity sake, but because they appreciate and realize the value of organization.

The author stresses this fact in this interesting, timely and opportune article. Coming voluntarily from this close observer, one in no way connected with the macaroni manufacturing industry, it should be eagerly read and profitably studied by all in the macaroni industry.

Each and every macaroni manufacturer in business today is in the race. There always has been, is and will be a chance for him to win or—lose. The race will always remain a continuous one, and there are prizes for all but—the lose:

Profits do not consist alone in money making in the macaroni manufacturing business; for this is a term used by all who win—then lose. The most essential copartners of "profit" are: Quality and Square Dealing.

Price is not even mentioned for "price" has been the destroyer of good will among many manufacturers. And "price" leads many manufacturers to resort to the most unfair business tactics imaginable.

Our real successful men in manufacturing today are those who strictly adhered to a code of fair and lawful ethics, leading to cooperative measures that put them in a class by themselves and with this distinction they were respected and looked up to by their honest clients who could always depend on them. Ask these few how it is done or investigate for yourself, and you will find that they were not made, or their success is not due to any governing "association" (with so-called sharp teeth contracts, made for a few) as they never depended upon such an ally. It will be found that they used their own brains and strictly indorsed and practiced "square dealing" with themselves and clients and maintained their quality, which obtained a price sufficient to net them a fair profit, not to be lost. They are members of their National association, and bettered it by their membership. They gave and illustrated to their

National association through the Official Organ their ideas and views. They benefited by their membership through the National association's informative bureau—always willing to give and receive—but never willing to let an "association," group or individuals run their business, or even try to. They knew they would not be successful unless they managed their own business in all its departments including manufacturing, selling, buying and specific advertising. They set up their own standards of quality, as they well knew that if they were not of the best they would fall and perish. This led them to experiments under their own peculiar circumstances, with raw material and finished products. They claim their merchandise is as good as the best—it has to be true.

The successful manufacturer does not want to be bothered by per capita assessments, traveling expenses, etc., that do not entirely pertain to him or his business. He just minds his own business and can receive all that is necessary for him through the original National association. This manufacturer is the MODEL. As in Tennyson's "Morte d'Arthur"

"Why take the models of these heroic times,
When nature brings not back the mastodon,
THEN WHY SHOULD ANY MAN RE-
MODEL MODELS?"

The manufacturer who does not want to be this type of model is a cynic. And it seems true that a cynic is one who knows the price of everything and the value of nothing. This manufacturer is the—LOSER!

Retail Food Prices

Retail food prices in 51 cities of the United States, as reported to the bureau of labor statistics of the United States Department of Labor, showed an average increase of slightly over 1/2 of 1% on Aug. 15, 1931 when compared with July 15, 1931, and an average decrease of about 162-3% since Aug. 15, 1930. The bureau's weighted index numbers, with average prices in 1913 as 100.0, were 143.7 for Aug. 15, 1930, 119.0 for July 15, 1931, and 119.7 for Aug. 15, 1931. The bureau further reports as follows under date of Sept. 19:

From July 15, 1931 to Aug. 15, 1931, 12 articles on which monthly prices were increased as follows: Strictly fresh eggs 12%, butter 9%, cabbage 8%, pork chops 5%, sugar 2%, sirloin steak, round steak, rib roast, cheese, pork and beans, and tea 1%, and hens less than five-tenths of 1%. Twenty-one articles decreased: Onions 12%, flour and bananas 6%, evaporated milk and potatoes

4%, oleomargarine, lard and oranges, 2%, plate beef, bacon sliced, leg of lamb, canned red salmon, bread, rolled oats, macaroni, navy beans, canned tomatoes, prunes and raisins 1%, and wheat cereal and coffee less than five-tenths of 1%. The following 9 articles showed no change: Chuck roast, sliced ham, fresh milk, vegetable lard substitute, corn meal, corn flakes, rice, canned corn and canned peas.

Teddy Roosevelt said, "Every man must have a master. If you are not your own master some one else will be."

Foreign Postal Rates Increase

Postal rates to foreign lands were materially increased in many instances according to announcement by the post office authorities. Increases averaged from 50 to 100%.

Heretofore the rate on first class mail to Canada was the same as for domestic mail—2c per oz. or fraction thereof. The

new rate is 3c for each oz. or fraction. It will also cost 2c for a single post card and 4c for double post cards mailed. New air mail rates to Canada have increased from 5 to 6 cents for the first oz., with 10c for each additional ounce as before.

The new postage rates to Great Britain and northern Ireland are 5c for the first ounce or fraction and 3c additional for each ounce over that on letters. Single post cards can be sent for 3c, double post cards will cost 6c.

Letters or cards bearing insufficient postage under the new rates will be returned to the sender for prepayment of postage. Where letters or cards bear return address and are mailed with sufficient postage they will be forwarded to destination and the deficiency in postage collected from the addressee in double the amount of the deficiency.

Tact consists in saying things that people like to listen to and of listening things that people like to say.

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Consolidated Macaroni Machine Corporation

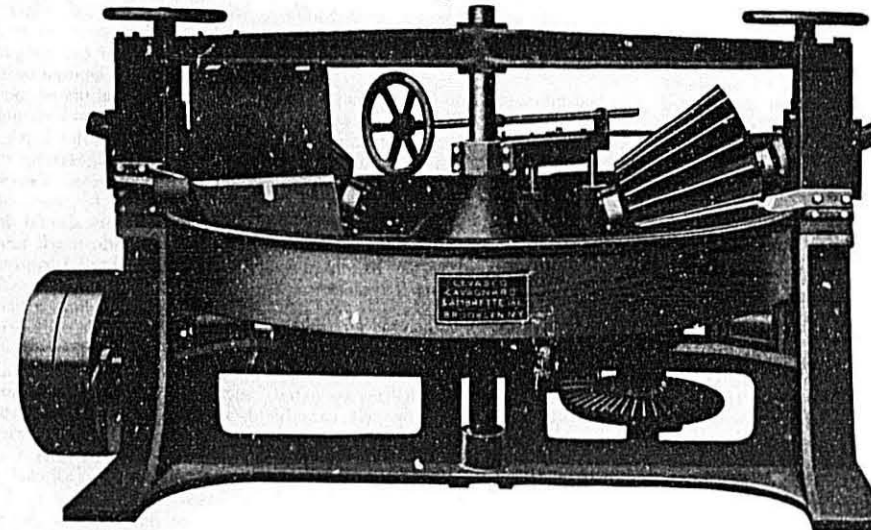
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

Secrets of Successful Trade Marking

Branders Should Discount

By WALDON FAWCETT

Uncle Sam has just sprung a surprise on the food specialty industries in which lurks a subtle moral for trade mark owners in the macaroni-noodle zone. The current sensation comes of an announcement by the director of the U. S. Food and Drug Administration that he will at the beginning of the next session in December ask Congress to abolish the "distinctive name" proviso of the Federal Food Act. The suddenness of the move has caught, off guard, even those food manufacturers who keep closest tab on regulatory policies at Washington. Less informed producers of food specialties may not even yet realize how much dynamite is packed in the proposal.

In a nutshell, what the Department of Agriculture will ask of Congress is to put an end to the exemption enjoyed up to now by food specialties marketed under "distinctive names". It is quite possible that not a few food specialists have not realized that they were benefiting by a special concession in the federal food censorship. They knew that they were not much bothered by federal food inspectors. But they did not appreciate to what an extent this was due to the presence in the food law of a joker which gave immunity to mixtures and compounds marketed under nicknames. Now they are threatened with loss of special privilege. If Congress abolishes the sanctity of fanciful names the formulas of the food specialists will be exposed to public gaze. And blends, mixtures, and combinations may be denounceable as "imitations" if they do not contain what are accounted the standard proportions of desirable ingredients.

Jolting as is the general aspect of this attempt at revolution in food control, just what has all this to do with the macaroni industry? Not very much, directly, one may say. Assuredly the incentive for this attempt to tighten up the federal supervision of food composition and food labeling did not come from the macaroni field. Indeed it is an open secret that what set Uncle Sam's slueths on their latest scent was the vindication in court of a Chicago house that has been marketing under the name "Bred Spred" a mixture that has passed with some people for a fruit preserve but which does not contain as much genuine fruit as standard preserves are supposed to carry. The makers of this concoction took refuge behind their pet name, and the federal courts said the Food Administration police could not touch them. So the administration chiefs are going to plead with Congress to plug the loophole.

Granted, for the sake of argument, that the macaroni trade has absolutely nothing to fear of discipline or inconvenience from this projected drastic re-

vision of the federal food rules, the fact remains that indirectly this latest move at Washington gives macaroni branders something to think about. The incident betokens a trend in federal regulatory aspirations. Just as another hintful sidelight on bureaucratic ambition is revealed in the desire at the Food Administration to extend censorship from food labels to all collateral advertising of food products.

The message that is conveyed to macaroni circles, when one reads between the lines of the current news story, is a straight tip to conduct trade marking operations and plan new undertakings in branding with an eye always to the future extension of federal regulatory activities. No macaroni marketer, however canny, can hope to outguess Uncle Sam on just what the coming years will bring in expansion and enlargement of food control. The drive now on against extravagant claims for "health foods" illustrates quite as well as does this flare up over distinctive name pets, that no one can foretell exactly when and where the fever of governmental prohibition will break out. By and large, though, the conclusion is inescapable that it is never to be a case of "let well enough alone" with the food law. Always there will be tinkering in executive quarters with intent to accomplish 100% truth in food designations.

Assuming, then, that this latest startling move reveals Uncle Sam as a chronic stretcher of his powers of food supervision, what is the conclusion to be drawn by macaroni tradesmen? Nothing less, if you please, than a hunch that it were wise to trim trade marks to encounter shifting regulatory winds. If one knows beforehand and makes allowances it is not so very difficult to select in the beginning a trade mark that is comparatively trouble proof. The hardship occurs when a trade mark that was wholly acceptable when it started is put out of countenance by some new twist of regulatory rules and regulations.

Inability to know, as above confessed, just where the government is going in its regulatory progress, makes it impossible to say that any trade mark, new or old, is fully insured against all contingencies. But comparative safety may be mortgaged by avoiding undue risks in trade marking. No better way to illustrate this than to point to the hazards in descriptive and near-descriptive trade names. Downright descriptiveness will, even today, block the complete protection of a trade mark. But there remain open to appropriation, under present conditions, a number of border-line words or names which are accounted no more than sug-

gestive. But will these inspiring bits of language always remain harmlessly suggestive? There is the rub. What is fanciful in one generation is definitely meaningful in the next. Even trade terms that are arbitrary in one decade have become generic in the next decade. All of which reflections may counsel the trouble-dodging brander to put trust in no designation the meaning of which may change with the change of the times.

Close examination of unfolding governmental regulatory policies suggests another renunciation. Little by little the food mentor is tightening its control of food package forms. Vaguely that suggests that just by way of precaution macaroni branders should detour around the possible trade mark names that are eloquent of package form or package appearance. From the passing mention above the reader has already surmised that "health" passwords are not a good bet for the long pull in macaroni identification. And that doesn't really entail any sacrifice for others than one-season branders. Because who can say but the lure of vitamins and calories will go the way of all frenzied fads.

What, more than all else, the new turn of events may suggest to the far sighted macaroni marketer is the establishment of a good will reserve in the form of a master mark or house mark applicable to the full line if the marketer distributes two or more different productions. The value of an underlying consolidating mark unchallengeable if of arbitrary character is brought to mind by the circumstances of the case which spurred Uncle Sam to his new plot. The Chicago house has a full line mark which federal food police could not very well attack because used strictly as a collective source-mark. If the "distinctive name" proviso is sunk and the individual specialty name is tarnished or rendered less useful the owner can always fall back upon the house mark, which pyramids all the prestige that his business policies may have earned and centralized as one might say, the firm's reputation.

Trade Journals

Trade papers constitute, undoubtedly, the liveliest element in a special collection of modern business literature. They are watched for eagerly, read from cover to cover and the back numbers taken to be reread at leisure. In their pages the readers find the most authoritative, up-to-date information on their chosen field of work. Here are detailed studies of markets, data as to sources and supplies and prices of raw materials, production plans, advertising campaigns, sales promotion schemes, statistics from those

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King Midas Semolina

gained many new customers
during the past year

Why?

Satisfied users
told others

King Midas Mill Co.

Minneapolis

Minnesota

reliable sources, the United States government and the trade associations. They relate the stories of individual firms and business houses, present the biographies of the big men of each type of business, and give detailed histories of

products and processes. Their advertisements seem almost as popular as the text. They are usually full of interesting, timely illustrations. They deserve all the popularity they achieve.
—*Nation's Business.*

« The Exporters' Trade Mark Problems »

By JOHN F. BREZINA
Of the Law Firm of Buckingham & Brezina

Nearly every export manager has given consideration to the protection of trade marks by registration in foreign countries, and most of those who have considered the problem in the light of accurate knowledge of many apparently unfair foreign trade mark statutes and present day business practices in various foreign countries have resolved their considerations in safeguarding their trade marks and good will by prompt registration. Some exporters while realizing the dangers of very frequent piracies of trade marks, particularly in countries giving the *first applicant* the absolute right in a trade mark, have either deferred or disregarded registration protection because they did not consider the nominal expense of registration justified by the volume of business attained in a particular country.

The too frequent decision to wait until a volume of sales is reached has led to easy piracy of the trade mark by unscrupulous foreign traders who need only to lodge an application in their own name for the same or a deceptively similar mark. As is well known, these adverse decisions to register have resulted in such numerous trade mark piracies in a number of foreign countries, particularly Argentina, Cuba and Spain, that our Department of Commerce has its commercial attaches cable to Washington all new applications by foreign traders which infringe the marks of manufacturers and exporters in the United States in order that the real owner may file opposition within the short legal time limit. As a consequence many exporters who either neglected registration protection or considered its expense disproportionate to their sales volume have expended several times as much money in opposition proceedings or litigation, seeking to cancel the pirated registration. In those countries which confer absolute title on the first applicant the great majority of such proceedings have been unsuccessful, leaving the pirate, *first applicant*, free to reap the benefit of the good will of the trade mark built up at the expense of the American manufacturer. In many cases cost change of the trade mark on the foreign shipments has been necessary because of foreign customs provisions permitting the registrant to stop the goods at the port of entry and follow such action by prosecution.

As most of our readers will desire a record of countries in which the *first applicant* is given the absolute inde-

feasible right in a trade mark in disregard of the rights of the first user, I will list them briefly as follows:

*Argentina	†Liberia
Bolivia	Mexico
*Brazil	Nicaragua
†Bulgaria	†Norway
*Chile	*Paraguay
Cuba	Peru
†Danzig	†Poland
†Denmark	Portugal
†Dominican Rep.	Russia
Finland	Salvador
Germany	Sweden
Guatemala	†Syria and Lebanon
†Haiti	Uruguay
*Honduras	*Venezuela

The conclusion should not be made that registration is unimportant in countries not listed above and which recognize the first user as the real owner. Some of those countries make any registration, including a pirated one, absolute and uncancelable after expiry of a certain time specified in the statutes.

*†The countries listed preceded by an asterisk require opposition to be lodged within 30 days of filing of an application, while Uruguay has a 10-day limit, and the others have variable opposition periods. In most cases these opposition periods are so short that the American manufacturer is not aware of the piracy until after expiry of the opposition period; or if he is fortunate in being informed, cable instructions are necessary to lodge opposition in order to fall within the time limit provided by law. Those countries indicated by a dagger mark have no provision for opposition. Many countries, particularly Great Britain and most of her colonies, specifically prohibit institution of legal proceedings to prevent infringing use or for damages unless registration has been secured.

Some exporters who have favorably considered trade mark registration under the Pan-American convention have found such registration of little, if any, benefit, either from the standpoint of protection in the individual signatory countries or in a saving of registration expense, as such convention registration must within a short time be supplemented by a registration in the individual country where protection is desired.

One of the many other questions frequently confronting the export manager is whether application for registration may be filed before actual use in the foreign country. A majority of countries do not require prior use of the trade mark in local commerce before applica-

tion for registration. However, use of the mark is necessary in many countries in order to maintain validity of the trade mark registration.

A word of caution should be said as to the erroneous and often disastrous action of permitting the foreign agent or merchant to register in his own name the trade mark of the manufacturer. Such action leaves the manufacturer or exporter at the mercy of the foreign representative who may terminate his business relationship at any time and thereafter, under the customs provision of the trade mark laws, prevent importation of the manufacturer's goods.

In most countries goods made in the United States have earned an excellent and deserved reputation. That high regard for our merchandise should be preserved as far as possible by protecting our trade marks in foreign countries against the acts of the unscrupulous who repeatedly seek to profit by marketing goods bearing pirated trade marks and other deceptive indications of origin.

Doubtless some of our readers may have specific questions relative to registration of trade marks in foreign countries, and the author shall be pleased to answer them upon request.

Does 9% of Retail Trade

Total retail trade in New York city amounted to \$4,402,876,096 in 1929, according to the census bureau report on retail distribution. This was spent in 103,623 stores.

The food stores did 25% of the total retail business of the city, with 42,947 stores reporting receipts of \$1,088,248,155. The apparel group ranked second, 13,639 stores having net sales of \$689,322,129, or 16% of the total retail business. General merchandise, including department, dry goods, general variety, "5 & 10" and "dollar" stores, was third, 4,121 establishments reporting net sales of \$601,888,784, or 14% of the total.

Others ranking high in receipts were the automotive group, with sales of \$400,240,497; restaurants and eating places, \$329,058,447; the furniture and household group, \$298,120,241, and the lumber and building group with \$173,920,855. All other stores did an annual business of \$820,076,951.

Manhattan surpassed all the other boroughs. With a 1930 population of 1,876,312 its total retail business was \$2,515,421,096 distributed among 38,714 stores.

The bureau's report showed that 60% of the total retail business, or \$2,657,235,306, was handled by independent stores, 87,234. Two-store multiples numbered 3989, and 3-store multiples, 1162. There were 6490 strictly local chain stores, and 1182 units of sectional chains. New York establishments of national chain organizations numbered 2935, and combined sales of all 3 types of chains were \$1,085,369,319, or 25% of the city's total retail business.

New York's annual business is nearly 9% of the retail business of the entire nation.

COMMANDER SUPERIOR SEMOLINA

has "Profit Appeal"

MACARONI manufacturers like to use Commander Superior Semolina because it has "profit appeal." Their business is better and their profits are steadier.

The "profit appeal" of Commander Superior Semolina is due to its absolute uniformity and excellent quality. It never fails to produce first quality macaroni—macaroni that has the rich, creamy color, and satisfying flavor you desire.

All the Amber Durum Wheat used in Commander Superior No. 1 Semolina is tested for color and protein strength before being accepted at our elevators. Granulation, color, and protein tests are also made at regular intervals during the entire milling process. Our accurate check on specks keeps Commander Superior No. 1 Semolina practically speck free.

Why not enjoy steadier profits by using semolina that is always uniform—always dependable? Commander Superior No. 1 Semolina has won its wide popularity through its "profit appeal."

YOU COMMAND THE BEST WHEN YOU DEMAND COMMANDER

Commander Milling Company
Minneapolis, Minnesota



Macaroni Educational Bureau Section

By B. R. JACOBS, Washington Representative

The Illinois Food Law Enforcement

Although the state of Illinois has been in existence 113 years, it has had a comprehensive food law for only the last 32 years. In the early days when social conditions were pretty much in the pioneer stage a food law was not deemed necessary. Most of the food was then either eaten on the farms where it was produced or was sold largely in a more or less raw state, in which successful adulteration by admixture with inferior foods would be difficult or impossible. As time went on and more and more of the preparation of the food from raw materials into edible products was done in the factory instead of in the home, it became possible to practice adulteration on a large scale, so that some adequate laws with machinery for enforcing them became necessary.

This condition was long apparent to A. H. Jones, an attorney of Robinson, Ill., who, with his partner J. C. Eagleton, compiled all the isolated laws of Illinois in existence up to that time on the subject of adulteration of food, mostly laws each relating to individual foods, and brought to the attention of the legislature and governor the fact that there was no systematic provision for the enforcement of them, and there was then written a more comprehensive law in relation to the adulteration and misbranding of foods in general, and the office of state food commissioner was created, and appropriation made for operation of an inspection force, a small laboratory and office.

A small beginning was made, Mr. Jones was appointed commissioner, and he started out with an assistant commissioner, a state analyst, 6 inspectors and a stenographer. At each session of the legislature since that date amendments and additions to the law were made, and many new laws written. Today the personnel of the Division of Foods and Dairies consists of 81 people—a superintendent and assistant, an inspection force of 56, a laboratory force of 13 and an office force of 10.

Mr. Jones held this office of state food commissioner successfully for about 15 years. During this time considerable progress was made in making the food industries, retailers and the people conscious of the fact that there was a food law in Illinois and a law with very definite teeth in it that had been written in a manner fair to all, considering the interests of the food producer, dealer and consumer alike. During this time considerable new legislation had been enacted, and as might be expected the wiles of some of the food producers and dealers had attempted to keep one jump ahead

of the law involved, and in each case brought about more complications and amendments to the food law.

In 1917 the Illinois legislature passed the Consolidation Act, consolidating about 115 departments of the state, all of which were directly under the governor, into 10 departments with their subdivisions. In this consolidation, the state food department was changed into the Division of Foods and Dairies of the Department of Agriculture and the title of the Food Commissioner was changed to



Perry B. McCullough, Superintendent of Division of Foods and Dairies, Department of Agriculture State of Illinois. Firm friend of all quality producing, law abiding Macaroni manufacturers; the stern enemy of all food misbranders and adulterators.

that of Superintendent of Foods and Dairies.

In 1921 Mr. Jones was reappointed to his old office, which in the meantime had continued to enlarge, and he held this office very ably for 6 years, but due to advancing age and the press of other interests he retired in 1927.

"Judge" Jones, as he is familiarly called, is widely known both in and out of Illinois for his interest in the cause of pure food and his very human and humane interpretation of the food law. While disposed to not quarrel over technicalities where neither danger to health nor fraud were concerned, he was unflinching in his efforts to keep all unsanitary or dangerous food off the market, and he won the respect of producer and consumer alike.

The present superintendent, Perry B. McCullough of Lawrenceville, is continuing to carry out the policies originated by Mr. Jones in such manner that the industries are not unnecessarily hampered and at the same time the health and safety of the community is held of par-

amount importance. Mr. McCullough has also further systematized the work of the division and under his administration an association of the inspectors and other employees of the division has been organized, holding quarterly sectional meetings and annual general meetings, which problems relating to the work of the department are thoroughly discussed and the new field men are given full benefit of the service of the older men. While this organization is somewhat new, it promises to be a great benefit to the workers of the division in making them more efficient public servants.

The work of the Division of Foods and Dairies is divided into 5 branches: (1) Inspection of food establishments from a sanitary standpoint. (2) Purchase and analysis of samples of food offered for sale. (3) Issuing of licenses to a number of food industries the nature of which requires special supervision by the state. (4) Correction by education or prosecution of offenders. (5) Establishing of food standards in the form of legal definitions of the various raw and manufactured food.

In the inspection of food establishments each inspector has a definite territory and he is held responsible for the sanitary condition of the food producing establishments, stores and restaurants in his territory.

In purchasing samples it is Mr. McCullough's policy not to have the inspectors disguise themselves or act as sleuths any more than is absolutely necessary. In the majority of cases the inspector makes his identity known immediately on entering a food establishment, and then proceeds with his inspection and collection of samples, or other business. Obviously in some cases it is necessary to take samples before making his identity known. This is particularly true in the case of restaurants that serve milk instead of cream. When samples are found illegal a notice of hearing is sent to the manufacturer or to the dealer, in which he is summoned to appear before Mr. McCullough and show cause why he should not be prosecuted. In case the offender does not appear prosecution for violation of the law is started. Until this point is reached there is no publicity connected with the alleged violation. This is done to avoid unfavorable publicity being attached to innocent parties.

The majority of first offenses of a minor nature are dismissed at the hearings, when there is reason to believe that there will not be a recurrence of the offense. It is Mr. McCullough's policy to instruct and lead food manufacturers and dealers to a better understanding

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and observance of the law, rather than to prosecute.

The Superintendent of Foods and Dairies issues 10 kinds of licenses to manufacturers and dealers within the state, and collects a fee of approximately \$20,000 a year from these sources, which is turned over directly to the state treasurer, thus paying a portion of the operating expenses of the division.

Under the food law of Illinois there is created a Food Standards Commission of which the Superintendent of the Division of Foods and Dairies is a member. The other 2 members are a prominent physiological chemist and a party connected with food industries. This commission meets from time to time and establishes the standards in the form of definitions for nearly every article of food sold in the state. Under the food law deviation from the standard unless plainly indicated is declared an adulteration. While not legislative in its character, the work of the commission is definitive and is very important in regard to manufactured foods, inasmuch as without them proper enforcement of the food law would be impossible. For example, it is this commission that established the standard of 5 1/2% by weight of egg solids in egg noodles. Without this standard, irresponsible parties could put out noodles with only one or two percent of egg solids and claim in court that they had egg solids in them, all of which would obviously be a serious handicap to the reputable manufacturers with a

name to live up to. These standards are always established with full consideration of what the people and trade understand by the meaning of the term and under the food law the definitions established by this commission are legal definitions of the food in question.

While conditions vary from time to time and place to place in the state, a glance over a number of years shows an improvement in the manner in which the food law is being accepted and obeyed by the majority of these engaged in various food industries as they become more familiar with its requirements. Conditions never looked more promising than at the present time. The happy appointment of Perry B. McCullough as Superintendent of Foods and Dairies has been a great step forward. Mr. McCullough has been active in public life in Illinois for many years and since his appointment has won the respect of all of the food industries; agricultural, manufacturing and marketing. The better class of manufacturers and dealers realize that the food laws are as much a protection to them against unscrupulous and cheating competitors as they are to the people and as a result are gladly giving their cooperation to Mr. McCullough in the matter of their enforcement.

We, as macaroni manufacturers, have been most fortunate in having the cooperation of Mr. McCullough in the enforcement of macaroni standards and anticoloring ruling of his division. We have had occasion to make use of the

law enforcing machinery of the state of Illinois on several occasions, and have found it most willing and prompt to cooperate with us in making investigations of the manufacturing or sale of macaroni products that were in violation of the law, as well as in making investigations of plants within the state that were manufacturing macaroni products which did not comply with the standards.

Vinegar Not a Mold Preventative

Noodle and macaroni manufacturers who have been advised that the use of vinegar in their flour and semolina kneading process as a preventive of mold in the finished products no matter how long goods are kept before cooking, have been badly misled according to Dr. B. R. Jacobs, the national association chemist and laboratory director.

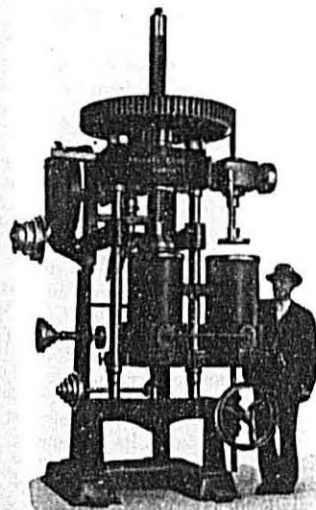
"I do not believe that the use of vinegar in an egg noodle dough will prevent mold. In fact mold will grow in vinegar. There would have to be a large amount of vinegar added, and that of course would spoil the nodles."

The idea may have been conceived from the use made of vinegar by bakers to prevent "rope," which is a disease in doughs. Many now believe that "rope" in dough is due to uncleanness because it thrives in an alkaline dough. Vinegar is added to neutralize the alkalinity.

Watch for ideas—corral them—put them to work—cash in on them. Too many are just enough.

Increase Your Macaroni Production with Our Most Efficient Machinery

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Machinery of Quality for the Progressive Macaroni Manufacturers

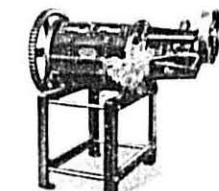
ENGINEERING WORKS

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PARMA, ITALY

Folding and Stamping Machine



Automatic Kneader



Chamber of Commerce of Parma No. 500

» Directors and Trustees Meet «

Hold Important Conference in Chicago in September to Study Problems Seriously Affecting Certain Association Activities

On the eve of the date set for the opening advertisement of the 1931-1932 newspaper advertising campaign which was fully approved by the National Macaroni Manufacturers association at its convention last June, the whole plan was seriously upset by an announcement from the Superior Court of Indianapolis that a receiver had been appointed for the macaroni advertising fund on request of the Millis Advertising company in whose hand was placed the whole handling of the campaign. Immediately a meeting of the Board of Directors and the Board of Advertising Trustees was called to consider what was to be done.

The first meeting was a two-day affair on Sept. 13 and 14. The whole matter was reviewed impassionately and plans made to fully protect the interests of the whole membership. Counsel was engaged and on his advice steps were taken that resulted in a compromise very favorable to the organization. Aiding the association attorney, J. J. Daniels of Indianapolis, was an efficient and willing special committee of Directors and Trustees, namely Robert B. Brown, G. G. Hoskins, Frank J. Tharinger and A. J. Fischer.

At a conference in Indianapolis a

financial settlement was made that places the Millis Advertising company entirely out of the macaroni advertising picture and provides for the transfer of all advertising activities to the Braidwood office of the National association. From there the Board of Advertising Trustees will manage a limited campaign pending the action of the members at a special meeting of the National association called for Oct. 27, 1931.

To present the macaroni manufacturers' views to the newspapers which had been sent a "hold order" by the Millis Advertising company, an act declared whole unwarranted and unauthorized by the Board of Advertising Trustees, a circular explaining the Association's side of the case was sent to the 350 newspapers of the country, expressing regret and asking them to be patient till the whole mess could be satisfactorily settled. The newspapers, it may be said, were ready to cooperate with the macaroni makers, pledging their moral support.

A second meeting of the Directors, Advertising Trustees and Durum Millers was held on Sept. 22 in Chicago at which a proposal of settlement of the entire controversy with the Millis Advertising company and the Acorn Finance

corp. was presented and approved. The receivership case was dissolved or dismissed and the funds and properties of the macaroni advertising campaign were transferred to the Board of Advertising Trustees and the National association, thus bringing to a close a case that threatened the very foundation of the campaign and the Association's standing.

In order to carry out the mandates of the June convention of the National association notices were sent to all the newspapers scheduled to carry the macaroni advertising this fall, instructing them to immediately prepare for the running of a limited campaign consisting of 5 advertisements in October and November, starting Oct. 16 and appearing weekly till Nov. 20. In that way the Macaroni Manufacturers kept faith with the newspapers, many of which had already launched some very effective merchandising campaigns of the prospective macaroni advertisements.

Merchandising Manager H. M. Rand was put in charge of the campaign and immediately started on a tour to arouse interest in it among the contributors. The delay has done irreparable harm to the whole industry and to many firms whose well laid plans were so badly disrupted by the unexpected action.

Living Longer and Better

If you would live to a good old age and don't get old too soon while doing it, look to your diet. The old medical saying that "a man's life is as long as his alimentary canal" is borne out by modern scientific opinion based on recent studies and research in the field of diet.

Doctor Arnold Lorand of Carlsbad, Germany, in a recent opinion puts the blame for premature old age squarely up to diet faults. The toll of years he says, is brought about by eating insufficient amounts of mineral salts and gland stimulants. Premature old age, he believes, may be prevented by eating milk products, brown bread, fresh vegetables and fruits.

Science within the last decade or so has determined that liberal use of the protective foods such as milk, green vegetables and fruits and a lessened use of meats and starchy foods will not only protect the individual against many of the deficiency diseases but will store up energy in the body for future use. Henry C. Sherman, professor of chemistry of Columbia university and one of the foremost food authorities in the country believes that a proper diet including plenty of the protective foods will not only extend the span of life but will materially add to the productive years of life. In

other words, he believes that it is possible to begin the years of accomplishment through proper diet at an earlier age than is now the case and to extend them to a much later period.

Many other eminent authorities assert that if the American public developed energy and stimulation as the natural result of eating the types of foods science has found to be beneficial to them, instead of depending upon artificial stimulants which give the individual a false sense of well being at the ultimate expense of his nervous system, there would be a material increase in the pleasure as well as the span of life and living.

In this practical world such changes would mean much, say the scientists, in increasing the achievement of man, saving economic loss due to illness and early decline in vitality and enable the individual to earn more money and to be more independent in his later years. And the possibilities for succeeding generations are rated even higher.

Surely the road to longer and happier life would seem to be simple enough. The test of how soon such ends can be accomplished will depend upon how soon mankind can overcome the inertia of habit and indulgence, factors which can be controlled only by the individual.—*National Industrial News.*

Importance of a Good Name

It doesn't pay to take too literally the old saying, "a corporation has no soul." Any business concern endeavoring to operate on the principle of always taking and never giving would find the "going" mighty rough, increasingly so as time passed, and would eventually come to the end of the road.

It isn't altogether what a manufacturer makes that builds his reputation. It is the way in which he makes it, and the advertising he gives it that creates demand and establishes the maker and the product in the commercial world. There is nothing to prevent any manufacturer with proper facilities from designing and building an automobile equal in every respect to a Rolls Royce, but unless the manufacturer has already established name value for his establishment the public will be very reluctant to accept his product on its true merits.

The value of a good name cannot be overestimated. Quite too frequently it is greatly underestimated. And it is during periods of distress such as we have been experiencing that the real worth of a good name is best demonstrated. Further, now is a splendid time to build name value.

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FUSILLI

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MALDARI'S Latest PATENTED Achievement

A die from which can be extruded the REAL

FUSILLI, WITH or WITHOUT HOLE

Living up to our reputation of

EXPERT MAKERS of MACARONI DIES

Get Yours Now! Quotations Cheerfully Submitted

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EXCLUSIVE PATENTS

QUALITY SEMOLINA

Strong, Uniform
and of
Good Color



WE ARE SUBSCRIBERS

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Crookston, Minn.

Important Announcement

We Are Receiving Frequently

New Lots Good Color

CERTIFIED GRANULAR EGG YOLK

Specially Selected For Noodle Trade

PRICES ARE RIGHT!!!

Write or Wire

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Manager Noodle Egg Yolk Department for Details



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

» Will Amend Mapes Canning Regulations «

By W. G. CAMPBELL
Chief, Food and Drugs Administration, United States
Department of Agriculture

The Mapes amendment to the federal food and drugs act is mandatory in requiring on substandard articles a "plain and conspicuous" statement prescribed by the secretary of agriculture indicating that such canned food falls below the standard. In the great majority of cases labels which have been devised for substandard articles fully meet the criterion of conspicuousness with respect to the designated legend prescribed by the secretary under the authority of the amendment. In a few instances, however, labels have been proposed showing the name of the article with the proper legend in connection therewith, on the back panel of the label only. In such instances the panel of the label obviously intended for display contains merely the brand name and a picture of the article. In drawing up the regulation regarding the form of statement required on canned foods of substandard quality it was contemplated that, consistent with customary practice in the past, the main display panels of labels would continue to feature the name of the article.

However, under the present wording of the regulation labels may be devised on which the substandard legend cannot be regarded as plain and conspicuous in that articles labeled as cited above may be displayed and sold without the realization on the part of the purchaser that the article is in fact substandard.

In order to fully safeguard the requirements of the amendment with respect to conspicuousness of the designated statement the department proposes to modify the regulation on "Form of Statement Required on Canned Foods of Substandard Quality" set forth in Service and Regulatory Announcement F.D. 4 so as to read:

Canned foods within the purview of the food and drugs act as amended July 8, 1930, which fall below the standards of quality and condition for the various classes of food products which shall be promulgated from time to time shall bear the name of the article and in immediate conjunction therewith wherever such name appears, the legend given below in the forms specified for the various sizes of containers. If a picture representing the article is used on any panel of the label on which the name of the article does not appear, the legend given below in the forms specified for the various sizes of containers shall also be used in immediate conjunction with such picture. Border and type of the legend shall be on a strongly contrasting, uniform background. Type shall be caps of the size and kind indicated below. The border shall be solid and not less than 12 points in width.

The Food and Drug Administration will welcome any criticisms or suggestions which can be transmitted within 3 weeks, in connection with the contemplated change. Public notice of not less than 90 days in advance of the date on

which such modified regulation shall become effective will be given.

Attention is called to the fact that a misbranding occurs under the food and drugs act if the shipping case containing retail packages of a substandard article bears the name of the article without a qualification to show clearly that the article is substandard.

A suitable method to indicate the true character of the article is to imprint or stencil upon the shipping case in immediate conjunction with the name of the article wherever such name appears, the substandard legend in letters equaling or exceeding in size those specified for containers of over 5 lbs. net weight. The style of type may approximate that specified as closely as practicable.

In lieu of the method described above the identical label used on the retail packages within the case may be affixed to the outside of the shipping case.

Small Factories Important

The people of the world at large and also many Americans have come to visualize the industrial organization of the United States as a huge aggregation of tremendous plants turning out every day in the year thousands of motor vehicles, trainloads of soap, millions of hams, thousands of miles of wire, and many other products in similar scale. The current issue of the monthly service letter of the National Industrial Conference board points out that this is not a true picture.

According to census figures only one half of 1% of the manufacturing establishments in the United States employ over 1000 wage earners; only 1.4% employ over 500; and only 3.4% employ more than 250.

A still more surprising situation is revealed by the figures relating to the number of wage earners employed by these groups of plants. The one half of 1% employing over 1000 wage earners employ in the aggregate nearly one quarter of the total number of wage earners in manufacturing industry. Nevertheless, plants that employ 500 or fewer workers employ collectively 61.9% of the total. If an even more strict interpretation is placed on the question of what constitutes a small plant, and establishments that employ not more than 100 workers are considered, it is found that 87.2% of manufacturing establishments fall within this group and that the 28% of wage earners employed by them constitute a larger number than the 24.1% employed by the large establishments with more than 1000 workers.

Merely size, however, is not an accurate indicator of the degree of efficiency or

progressiveness that characterizes manufacturing concern. Undoubtedly the general level is higher in the large establishments and for good reason. In the absence of special advantages large size can rarely be achieved and maintained unless the concern is efficiently managed. Since both large and small plants are highly successful and both large and small plants also are in the marginal group of companies that maintain their existence with difficulty, size is obviously not the determining factor. It comes down to a question of management, and where an alert, able management is in control is found a company that is making the most of its opportunities regardless of size.

There seems to be no reason, according to this analysis, aside from that of efficient management, why the highly developed technique of the large plant cannot be adapted to and applied in the small plant. If this were more generally done and if the manifest advantages of the small plant were capitalized, the problem of the backward small plant would not continually thrust itself into discussion of what American industry is capable of both in operating efficiency and in meeting its obligations to society in the matter of providing adequately for its working force.

Considering the figures quoted as to the combined importance of the small plants both in number of plants and size of working force, the importance of coordinated effort is obvious, particularly in relation to periods of depression. Although individually the small plants are less important collectively they could exert a tremendous force. They would have it in their power to assure the success of any general policy for the improvement of industrial conditions.

How Far Can a Dog Run?

It was a big room. It was a big table. They were big men—15 of them gathered there for a directors' meeting of a large and prosperous company.

Most of them wore long, long faces. The meeting was called to order. One after another they got up and voiced their dire predictions. Business was going to the dogs—that was sure!

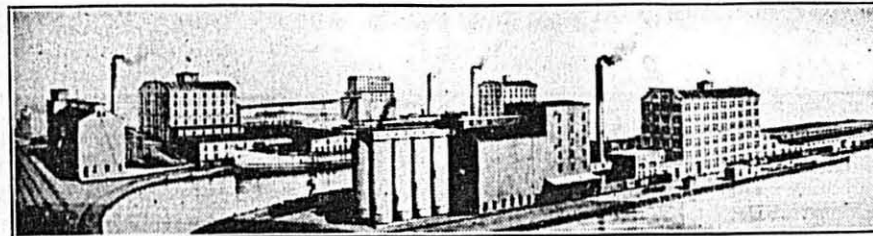
Finally, a keen eyed chap at one end of the table arose, a little impatiently: "Gentlemen," he said, "if you will pardon the expression—you fellows, will your talk of business going to the dogs give me a pain.

"I want you to answer just one question: How far can a dog run into the woods?"

The chairman looked nonplussed, searched the quizzical faces of his associates and was about to administer a rebuff—when the speaker resumed:

"The answer is just this, gentlemen—'When a dog has run half way INTO the woods—from then on he is running OUT!'—Selected.

Strange how a man will chase a girl until she catches him.



HOURGLASS SEMOLINA

For the Discriminating Manufacturer Who Demands

QUALITY

Location Enables Prompt Shipment
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DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.

BOSTON OFFICE: 88 Broad Street
CHICAGO OFFICE: 14 E. Jackson Blvd.

MISLEADING FOOD LABELS

There are tricks in all trades, and a few unethical food manufacturers label their products with statements and photographs which are misleading but not necessarily illegal under the federal food and drugs act. A picture of an Italian olive tree on a label, for example, does not necessarily indicate that the product is Italian olive oil. Sirup in a can bearing a picture of a maple sugar camp may be maple sirup—or it may not.

The consumer may assume that "Golden Corn" is Golden Bantam corn, which may or may not be the case; and the word "Yolkin" may give the impression that the product—perhaps made of soybean lecithin—is egg yolks. The careless label reader may infer that "Pineapple Hearts" are a superior kind of canned pineapple, but this term as used by one canner meant pineapple cores.

Many manufacturers abuse the public faith in many common foods. Take Egg Noodles, for instance. Every housewife knows that this food must contain eggs and the government has even stipulated the quantity of eggs that must be used in a hundred pounds of egg noodles. Yet how often do we see a label "Noodles With Eggs," or "Noodles Made of Fresh Eggs," but containing

only an infinitesimal quantity of eggs and much artificial coloring. Then there is the term "Home Made Egg Noodles" made in a commercial plant, but so-called to intentionally mislead.

Speaking of macaroni products, the market is flooded with products labeled "Made from Pure Durum Wheat," a meaningless phrase to the ordinary housekeeper and often made of low grade straights. Some carry the message "Made of Pure Semolina" but showing plainly many of the low grade flour characteristics. Others that are equally misleading are: "Made of 100% Semolina"; "Real Italian Spaghetti" which is made in this country by Americans from Dakota wheat; "Macaroni, Imported From Italy" really made in Brooklyn, Chicago or San Francisco; "The 100% Genuine Energy Food" (Untrue), etc.

A label "Pure Vegetable Oil Flavored with Olive Oil" may have the words "olive oil" in prominent letters, giving the casual label reader the idea that the product is pure olive oil. It may seem that "Natural Tomato Sauce" is not artificially colored, but the label further on and in small letters may declare that artificial coloring is used. The moral of all this is, "Read labels carefully."

One Way to Prevent Cut Prices

This is something more on a burning question:

Indianapolis, Ind.
As secretary of the above association I have been directed to write you, asking your advice upon the following situation: A number of our members are greatly bothered by the price cutting tactics of a couple of chain stores in this territory, particularly as to a line of goods manufactured by ——— & Co., of Chicago, Ill. You will probably recognize the goods from the name of the manufacturer, as he does considerable national advertising.

At the price at which these chain stores persistently cut these goods our members can hardly get their cost out, and as they are large sellers, it has become an unprofitable situation. Acting on behalf of the association I wrote the manufacturer a few days ago making complaint and asking whether something could not be done about it. In reply I received the following letter:

Dear Sir:

Answering yours of the 15th, please believe that we sympathize with you in the matter you speak of and wish we could act in the matter, but our attorneys advise us that the Supreme Court has repeatedly decided that a manufacturer who has sold goods outright cannot interfere with the price which the dealer places on them. Regretting our inability to aid, we remain, etc.

What this association would like to know is whether this is absolutely true and is there no recourse.

J. E. B., Secretary.

I have withheld all the names in this case because I don't wish to make the thing personal in any way.

It is true that the Supreme Court has held that the seller of merchandise cannot interfere with the price at which the buyer resells it. It is this rule of law which the Capper-Kelly bill, now pend-

ing in Congress, seeks to get around. If that bill becomes a law the seller will be authorized to interfere with the resale price.

It is not true, however, that the above rule of law leaves the seller helpless to prevent cutting. He can always prevent cutting by refusing to sell concerns he has reason to believe will cut. For instance the dialogue appearing below shows what any seller may do if he wishes to.

Using the correspondent's own case, the manufacturer in question is selling goods regularly to the 2 chain stores referred to, and he is now told by this association that they are persistently cutting them to the point where no independent can make any money on them. He sends for representatives of the chain stores:

Manufacturer—Mr. So-and-so, you have been handling a good many of our goods recently, haven't you?

Chain Store Man—I believe we have, yes, sir. They are good sellers with us.

Manufacturer—You sell them pretty cheap, don't you—use them as leaders in fact?

Chain Store Man—Yes, I believe we do.

Manufacturer—Well, our independent trade up there are complaining. They say they can't meet your competition without losing money. It's disturbing our trade up there, can't something be done about it?

Chain Store Man—I don't see how—we must be free to fix our own prices of course.

Manufacturer—You wouldn't be willing to sell them at regular prices?
Chain Store Man—I couldn't make any promise about that, no, sir.

Manufacturer—Well, I'm sorry, but must protect trade conditions in your territory. I can't let one or two customers spoil the market in a whole territory. I can't compel you to sell at a fixed price so the only thing I can do is to decline to sell you any more goods. Sorry—I appreciate your trade but have to protect my other customers.

The right of everybody but a public utility to do this has been invariably upheld by all courts. Therefore there is nothing to prevent any manufacturer from doing it any time he wants to. And in most cases it would solve the problem because most cutters would rather handle a well selling article at full prices than not handle it at all. Those who would rather not sell it at all unless at a price, can't get any more goods from the regular source and would probably not take the trouble involved in getting them in a roundabout way.

The trouble is that the average manufacturer naturally enough, perhaps wants all the trade he can get and doesn't feel like cutting off carload business from chains.

By ELTON J. BUCKLEY, Counselor-at-Law, 218 Real Estate Trust Building, Philadelphia, Pa.

Trade Associations Held Vital Force

The basic importance of the American trade association in economic planning for business stabilization was stressed recently by Frederick M. Feiker, director of the Bureau of Foreign and Domestic Commerce. "The trade associations of the country," said Mr. Feiker, "are the shock troops in the struggle which confronts us for the stabilization of our economic structure through long range planning. Economic planning, as we hear it discussed nowadays is not a new thing. It has been done and is being done by individuals and trades every day. We have been planning and putting plans into operation in this country for years. Economic planning has proved its place not only in its social objectives and attainments but in its immediate commercial values to American business and industry. In the continuance and development of this work lies the great value of the trade association in the future."

IT'S HARD, BUT IT PAYS

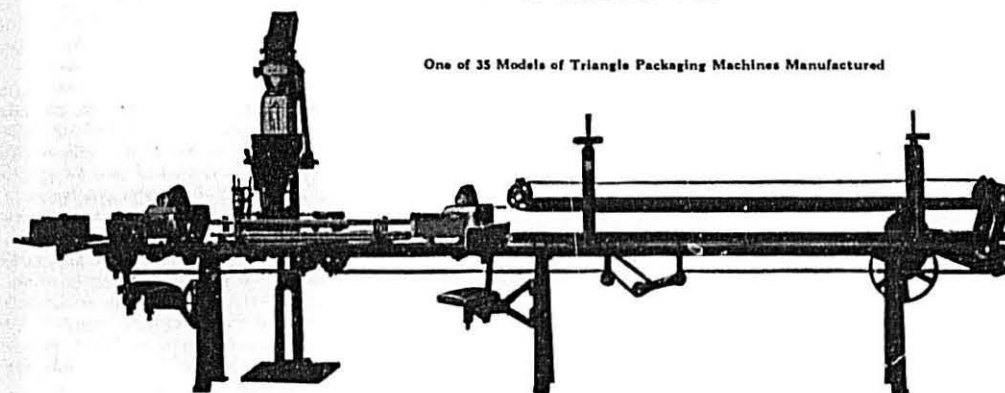
In business as well as in every day matters, it's not always easy:

- To apologize,
 - To begin over,
 - To take advice,
 - To admit error,
 - To be unselfish,
 - To be charitable,
 - To face a sneer,
 - To keep on plugging away,
 - To wear a smile,
 - To deal squarely at all times.—
- BUT IT ALWAYS PAYS.

INVESTIGATE— Triangle PACKAGING Machinery

COMPLETE WEIGHING, FILLING AND SEALING OF YOUR
CARTONS REQUIRING MINIMUM NUMBER OF OPERATORS

Production 10 to 50 complete Packages per minute Lowest Operating Costs—Greatest Flexibility
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"SPECIALISTS IN CELLOPHANE WINDOW CARTONS"

Quality Product and Upright Business Practices Industry's Sole Hope for Advancement

By JOSEPH FRESCHI
Of Mound City Macaroni Company, St. Louis

(Statement made at Bulk Men's convention in August at Niagara Falls)

I was assigned by our chairman to say something on prevailing conditions in our industry. There is nothing new that I can tell you on this subject—all of you are as well acquainted with it as I am. This subject has been discussed for years; it is as old as the industry itself, and will always remain in debate as long as we do not solve the problem once and for all time.

I have asked myself whether any association is going to succeed where all efforts made in the past 20 years have failed. Since 1926 I had given up hope of any possibility of organizing the macaroni industry. I am again among you, perfectly willing to do my bit to help along and see whether or not things are going to be any different than they have been in the past. I believe in the maxim that "as long as there is life there is hope", and so we proceed with faith in our hearts, and hope that some day we will succeed.

All it takes is honesty of purpose, good faith in our actions and plenty of good will among ourselves. Keeping these things in mind and putting them into practice will probably bring about a solution.

I am now going back 12 years to the National Macaroni Manufacturers association's convention held in 1919 in St. Louis. Previous to that convention a big howl had been raised by some of the manufacturers for a higher tariff. They were afraid the imported macaroni would drive them out of business and ruin them for life.

I had the good fortune to read a paper on this subject "The Effect of Foreign Competition", and at that time I contended that the macaroni industry enjoyed perfect freedom for several years from foreign competition—that the American manufacturer had had no competition and if conditions were not satisfactory they should look to themselves to right the wrongs they had created. I told them that if they cut out their nonsensical cutthroat competition, made good macaroni and established in the minds of the customers the fact that our product was as good as the imported, they would have no reason for fearing foreign competition.

The result of the past 12 years plainly indicates that my contention was correct—however the danger is always at our door. If the manufacturers persist in their destruction of the consumer's good will they will soon see im-

ported macaroni flooding our markets. I hope this will never materialize—it is up to us to prevent it by laying a solid and lasting foundation for our industry.

Let us all improve the quality of our product, operate our plant judiciously, demand an honest price for our goods.

There is no law that requires men to compete with each other upon an un-



Joseph Freschi

profitable basis. There is no law that prohibits you from getting as much or more for your product as your competitor gets. There is no law which prohibits you from informing your competitor as to the price and terms at which you are selling your goods—nor to compel you to do business at less than a decent profit that is due any one in business.

The fundamental trouble lies in the fact that quite a few manufacturers have yet to realize that conditions have changed. The folly of mass production must at least be temporarily abandoned. Plant production must be regulated according to consumption. If consumption is only 50% of normal there is no excuse for producing 80%. Overproduction causes accumulation of stock, this in turn has to be moved; net result—price cutting and market demoralization.

There is no excuse for investing your life's work in machinery and equipments to lose money—no sensible man would think of investing money unless he knew that his invested capital would bring him a reasonable return.

There are some manufacturers who are enjoying a feeling that they can make macaroni cheaper than others and there-

fore are in a position to undersell. I contend that these manufacturers are either overworking and underpaying their help, or are not considering all the elements of expense in their cost.

Proper figuring of manufacturing costs and overhead should be uppermost in the minds of the manufacturers.

There are some who are too prone to forget such overhead as depreciation of machinery and equipment and building rental, where the building is owned by the manufacturer. Failing to figure these things in their cost it is natural that their cost of production is lower than their competitor's, but they are only fooling themselves.

If all manufacturers took proper care of all the elements going into the cost of production of their macaroni I believe there would be very little difference in cost of production between manufacturers, and there would be very little room left for price cutting.

Not enough can be said about the practice of some manufacturers who have resorted to degrading their product by using the lowest kind of raw material. The country has been flooded with low grade products at the very time when only the very best should have been offered; this condition naturally has adversely affected the consumption of macaroni. Everybody is suffering from this situation, the industry itself perhaps more than any individual or group. Price cutting and quality slashing will soon have to stop. Consumer acceptance of macaroni can hardly be enhanced by offering buyers low grade products. The sooner the manufacturers realize this the quicker will trade emerge from the business depression, for which the use of low grade raw materials and unfair business practices are considerably, if not fully to blame.

In closing I will say that the manufacturer who builds his reputation and prestige on quality has a better chance to survive than the one who has no fixed policy in his business. The big problem that confronts the members of the Association is the restoration of confidence in the industry so badly shaken by the prevailing depression. Every manufacturer should be ready and willing to approve of some plan of regulation of our future business policies to meet changing conditions affecting our trade. Hate, jealousy and fear are poor substitutes for hard work, brain and honesty.

October 15, 1931

THE MACARONI JOURNAL

27

GRAIN TRADE AND FOOD NOTES

Wheat Situation Survey

Pessimism continued to dominate the principal wheat markets during most of April-July. Wheat prices on the international market and in exporting countries fell to new low levels by the end of July, though in important continental European importing countries prices were maintained by high tariffs and selling regulations. Export and international prices declined in the face of crop developments that now suggest a world wheat crop of 1931 substantially smaller than that of 1930, of an active European demand for wheat in most of the period, and of the maintenance of a large ex-European demand.

The crop year 1931-32 has opened with aggregate stocks of old crop wheat at record size in the 4 overseas exporting countries, but rather low in important European importing countries. Recent crop reports suggest a strikingly short crop in Canada, the second largest of postwar years in the United States, and perhaps in Russia, and an aggregate output of moderate size in the chief European importing countries. The present outlook for the Argentine and Australian crops is of course obscure; it appears probable that these countries will not harvest notably large crops from their reduced wheat areas. With such a supply position, total net exports

of wheat and flour in 1931-32 may fall within a range of 710 to 800 million bushels; and if stocks are firmly held in exporting countries—a development that now seems more probable than improbable—international wheat prices may tend to rise from the low level of July-August 1931. Presumably a rise could not go far in the presence of the heavy stocks in North America; and at the moment distinct firmness in prices seems more likely to become evident in the second than in the first third of the present crop year.

Annual Golf Tournament

The employees of Link-Belt company and H. W. Caldwell & Son Co., of Chicago, held their annual golf tournament at Cog-Hill course near Chicago, on Sept. 12. More than 100 took part in this blind bogey tourney, contesting for the 18 prizes awarded at the dinner in the club house. John Litster won the low gross prize with an 81, Fred Van Bumpus being second with an 82, while the other low scores were made by Evan Vickers, Bob Sayres, Art Olson and Larry Millard. The high shooter of the day was Ed Smith with 135, while the other scores ranged between these figures.

Among the executives who participated were W. C. Carter and J. C. Nellegar, vice presidents; R. W. Yerkes, secretary

and treasurer; J. S. Holl, advertising manager; W. W. Sayers, chief engineer; E. J. Burnell, sales manager; Charles Piez, chairman of the board, was judge. The tournament was a decided success and it will be repeated next spring.

Hearing on Definitions

Oct. 27, 1931 is the date set by the food standards committee for a public hearing on proposed definitions for milk bread and for rye bread of the Department of Agriculture. The hearing will be at 10:00 a. m. in Room 411, Bieber building, 1358 B st., S. W., Washington, D. C.

The purpose is to receive oral or written comments from the consuming public, food and drug officials, baking industry, and all interested. The proposed definitions are as follows:

Milk Bread is the product, in the form of loaves or smaller units, obtained by baking a leavened and kneaded mixture of flour, salt, yeast, and milk or its equivalent (milk solids and water in the proportions normal to milk); with or without edible fat or oil, sugar and/or other fermentable carbohydrate substance. It may also contain diastatic and/or proteolytic ferments, and such minute amounts of unobjectionable salts as serve solely as yeast nutrients.* The flour ingredient

(Continued on Page 30)

*The propriety of the use of minute quantities of oxidizing agents as enzyme activators is reserved for future consideration and without prejudice.

S. A. B. I. E. M. Bologna, Italy

Our WORKS, which employ over 1,200 hands, are specially organized to install and equip macaroni manufacturing plants all over the world.

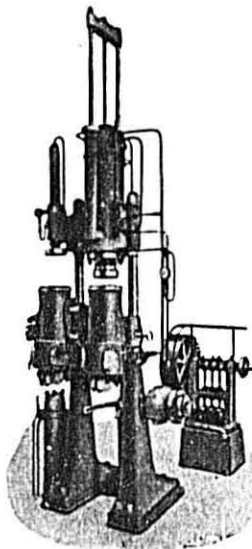
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THE high quality and uniformity of Northland Dependable Semolinas will help build sales for you. They have won the reputation of producing quality macaroni every day in the year.

Macaroni manufacturers have found that both Northland Fancy No. 1 Semolina and Northern Light Semolina answer their requirements for a profitable producer. Made from choice Durum Wheat, their color and strength are truly superior. Use Northland Dependable Semolinas and watch your repeat business grow.

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New York Sales Office: 4106 Chrysler Bldg.

MALDARI'S NEW FUSILLI DIE

D. Maldari, president of F. Maldari & Bros. Inc., New York city recently announced to the macaroni manufacturing trade of the world glad tidings of his latest invention, a patented "fusilli" die, a macaroni mold that was long thought impossible to produce. Not only has a working model been perfected and submitted for the patent rights which have been granted, but several are operating satisfactorily in macaroni plants in sections where the "fusilli" style of macaroni finds a ready sale.

The cheering announcement made by the inventor, in part is as follows: "As we are constantly and assiduously carrying on experimental work in our factory, not only to perfect our products and our services but to meet all or most of our customers' requirements we are happy to introduce to the macaroni manufacturers of this country and to the world a PATENTED FUSILLI DIE. It is a creature of our own minds, invented on the basis of our wide experience in die making, and constructed with the usual Maldari precision and care. It is a die that will extrude the real, the genuine 'fusilli', with or without a hole in each strand".

The "fusilli" style macaroni is spiral shape, the same shape that would be obtained by winding a strand of spaghetti on a rod and drying it in that shape. Indeed, that is how the first "fusilli" macaroni was made in the olden days. Operators wound single strands

on slender rods of wood or metal, rods of a diameter of one eighth of an inch or less. When dried, the forming stick or rod was removed, leaving the spiral shape spaghetti named "fusilli", a fancy macaroni produced very laboriously. The hard work was compensated by the higher prices which the product brought on the markets where consumers wanted variety in styles of macaroni.

"We are glad and proud to make the announcement of this new invention; glad because we believe that by our achievements we seal our friendly business relations and better serve the convenience of those who have use for this newly patented die, and proud because of the confidence and cooperation always manifested in our efforts by the macaroni makers of America."

F. Maldari & Bros. also control the patent rights on the famous "Yolanda Die", being the world's sole makers and distributors thereof. It produces a twisted strand, a fancy shape that finds ready sale in many parts of the United States, especially in districts where foreigners predominate. "Notwithstanding what other manufacturers may claim," says Mr. Maldari, "we hold, own and control patents on these 2 dies and we defy any to hold us liable for infringement because of our manufacture of these special dies, because some have already been delivered and many others are in the process of building at the hands of our experts. We have patent rights which we will hold inviolate".

Why He Couldn't Pay

I wish to inform you that the present condition of my bank account makes it impossible for me to send you a check in response to your request.

My present financial condition is due to the effects of Federal Laws, State Laws, County Laws, Corporation Laws, By-Laws, Brother-in-Laws and Outlaws, that have been foisted upon an unsuspecting public. Through various laws I have been held down, held up, walked on, sat on, flattened and squeezed until I do not know where I am, what I am or why I am.

These laws compel me to pay a merchants' tax, capital stock tax, excess tax, income tax, real estate tax, property tax, auto tax, gas tax, water tax, cigar tax, school tax, syntax and carpet tax.

In addition to these taxes I am requested and required to contribute to every society and organization that the inventive mind of man can organize. To the Society of St. John, the Women's Relief, Navy League, the Children's Home, the Policemen's Benefit, the Dorcas Society, the Y. M. C. A., the Boy Scouts, the Jewish Relief, the Near East, the Gold Digger's Home, also every charitable institution in town. The Red Cross, the Black Cross, the White Cross, the Double Cross and the Purple Cross.

The Government has so governed my business that I do not know who owns it. I am suspected, inspected, disrespected, examined, reexamined, informed, required, commanded and compelled until all I know is that I am supposed to provide an inexhaustible supply of money for every known need, desire or hope of the human race, and because I refuse to donate to all and go out and beg, borrow and steal money to give away, I am cussed, discussed, boycotted, talked to, talked about, lied about, held up, held down and robbed, until I am nearly ruined, so the only reason I am clinging to life is to see what the H is coming next." —XXXX

Disappointment to a noble soul is what cold water is to burning metal; it strengthens, tempers, intensifies, but never destroys it.

Dollar Bills Die Young

Taking account of stocks after 16 months experience with his new paper money, Uncle Sam finds that not all of the expected economic gains have been realized. The saving of one third in the cost of circulation has been effected almost entirely by cutting the size of the bill by that fraction. Further economy

was anticipated from a prolongation of the life of paper money. This anticipation has been disappointed.

The life of the old dollar bill was a most 9 months; of the 5, 11 to 12 months. Most of the wear and tear on the low denominations—ones, twos and fives—was due to crumpling and creasing; particularly by double folding. Experts figured that with a smaller bill there would be less folding—that money would be more generally carried in containers accommodating the full length of the note. But the people have clung to their old habits, and introduced some new ones of a destructive nature. The treasury department omitted to take into consideration the rapid growth of motor cars. More motors, more gas stations, more dollar bills passing through the great hands of attendants; shorter life for currency that does not satisfactorily stand laundering.

The treasury congratulates itself upon minimizing counterfeiting through its small currency issues, which make no raising particularly hard. It has accomplished a distinct gain in cutting down paper needs. But it is not satisfied. Experiments are still in progress in the search for paper of better wearing qualities. The dollar bill is not to be permitted to die young if science can prolong its life.

Don't try to get something for nothing unless you are prepared to pay about twice what it is worth.

THE OPTIMIST'S CREED Promise Yourself

To be so strong that nothing can disturb your peace of mind. To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look at the sunny side of every thing and make your optimism come true.

To think only of the best, to work only for the best and expect only the best.

To be as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

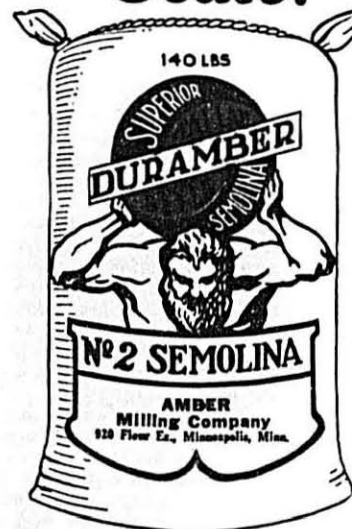
To give so much time to the improvement of yourself that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.—Contributed.

Do unto your competitors as you would have your competitors do unto you, and watch business hustle.

PER PASTA PERFETTA

Usate!



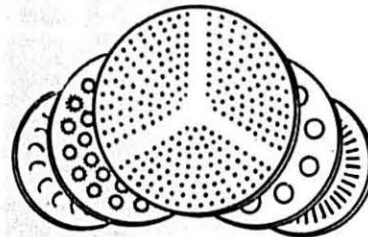
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Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

THE STAR

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PERFECTION



It Takes Good Dies To Make
Good Macaroni

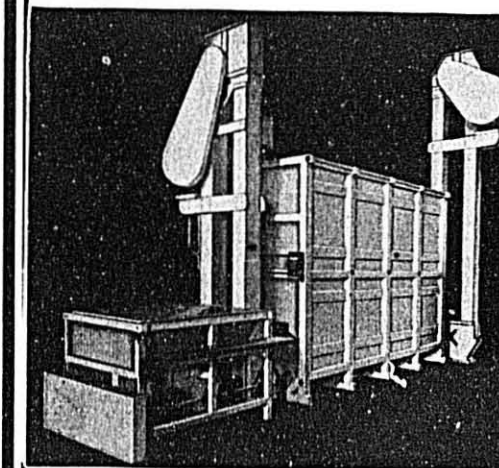
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New York City



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FLOUR WASTE Can be kept at a Minimum!

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

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

Champion Flour Handling Equipment Eliminates All Flour Loss

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

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

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

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

Notes of the Macaroni Industry

Heated Brakes Cause Fire

A truck loaded with macaroni products from the Ronzoni Macaroni company plant in Long Island City, N. Y. was badly damaged by fire caused by the burning of the brake linings of the vehicle as it was being driven down a steep hill in Hackensack, N. J. on Sept. 22, 1931. Prompt work by the fire department prevented its entire destruction. The machine was being driven by C. Lagomo, one of the several truck drivers servicing the grocery trade in New Jersey for the Ronzoni Macaroni company.

Invite Macaroni Manufacturers

Macaroni manufacturers in the St. Louis district have been invited to take part in the St. Louis Globe-Democrat Cooking and Homemaking school Nov. 4 to 6, with afternoon and evening sessions. The 1931 exhibition of food products and cooking equipment and the demonstrations of the uses of foods will be under the direction of the DeBoth Home-Maker school, an organization that has successfully conducted these affairs throughout the county for several years. Jessie Marie DeBoth, known throughout the nation as the leading domestic science teacher, actually brings the advertised brands to life, demonstrating their merits, pointing out their new uses and enthralling the thousands of women who will attend the show and to whom advertising of macaroni products is directed in the advertisements planned for the national macaroni advertising campaign.

Grocery stores are fully cooperating and manufacturers who display their products at this food exhibition should benefit materially from this year's cooking school in St. Louis.

New Plant at Newburgh

Because his present plant is not of sufficient size to meet his needs Antonio Bosco, macaroni manufacturer at 107 Liberty st., Newburgh, N. Y. has purchased a much larger and more suitable building which he is converting into an up-to-date macaroni plant. It is a 4-story brick building approximately 100 by 100 feet, at 45-52 Broadway and constructed to permit enlargements as the business develops. Additional equipment has been purchased by Mr. Bosco's son who is supervising its installation with the thought of having the new plant in operation early in November. The concern operates as the Newburgh Macaroni company and specializes in bulk goods sold mostly throughout the Hudson valley.

Hijackers Find Spaghetti, Not—

Two young hijackers in Philadelphia seized a truck belonging to the Philadelphia Macaroni company the morning

of Sept. 26 but abandoned it 2 hours later when they discovered that it contained nothing more than spaghetti. Jumping on the running board of the truck and pointing pistols at the negro driver of the truck they took charge of the wheel and questioned the driver as to the contents of the load. They laughed when he said that it consisted only of 60 cases of spaghetti. When the truck came to a halt at a "stop" light, the driver jumped from the cab and ran to notify the police. Several hours later the truck was found unharmed with load intact. The 2 hijackers had mistaken the macaroni truck for one they had been expecting with a load of alcohol. No trace of the hijackers has been found.

Sells Factory Building

The Campanella - Favaro - Glaviano Macaroni Corp. of Jersey City, N. J. has sold a one story concrete macaroni factory building at 190-192 Bright st. near Brunswick st. The purchaser is Salvatore Lino, formerly connected with a macaroni manufacturing firm at that number. Announcement has not been made of just what use would be made of the factory by the buyer.

Italian Plant Burns

The Savino Spaghetti factory at Giuliano, Italy was partly destroyed by fire of unknown origin the night of Sept. 8, 1931 according to a report from Naples. Damages are estimated at approximately 300,000 lire. Repairs were immediately ordered.

Liquidate Macaroni Business

Stating that its business has been conducted at a loss and that its liabilities exceed its assets with little hope to better its financial position, the Modern Noodle and Macaroni Works, Inc. of 242-244 N. Patterson Park ave., Baltimore, Md. petitioned the circuit court for permission to liquidate its business. A receiver was appointed and instructed to close out the business to the best advantage of all concerned.

New Macaroni Firm Incorporated

At Rochester, N. Y. there was incorporated last month the Rochester Macaroni Corp. with a total capital of \$30,000 according to an announcement made by the office of the Secretary of State of New York issued Sept. 25. The incorporators are Giovanni Russo, John Di-Marco and Filippo Vella.

Incorporate Macaroni Firm

Announcement has been made of the incorporation of the Manhattan Matzos and Noodle corporation in New York

city. The capital stock of the new concern totals \$10,000. G. Baker of 19 West 44th st., New York city represented the stockholders in the incorporation procedure.

Macaroni in Cotton Bags

Distributors in Texas and other southern states are enthused over the new bags employed in the manufacture of shipping bags by many food manufacturers. In the macaroni line the Skinner Manufacturing company of Omaha, Neb. was among the first to make this friendly gesture to the cotton growing section and already great quantities of macaroni products have been sold in the south in cotton containers. The new Skinner package, known as "The Dixie," is very attractive sack printed in red, white and blue.

"This cleverly designed bag is creating enthusiastic interest throughout the south" says the president of one of the largest chain organizations in Texas "and by encouraging its use other manufacturers will also use more cotton packing their products thus doing much toward keeping thousands of men employed this winter and at the same time help to reduce the cotton surplus in Texas and the south. These cotton bags have received approval of the intelligent women buyers in this section, as they appreciate the worthiness of such a container, and by such cooperation they make it possible to increase the use of cotton thus aiding materially in bringing about a return of better times everywhere."

Hearing on Definitions

(Continued from Page 27)

may include not more than 3 per cent other edible farinaceous substance. Macaroni bread contains, one hour or more after baking, not more than 38 per cent moisture.

Rye Bread is the product, in the form of loaves or smaller units, obtained by baking a leavened and kneaded mixture of rye flour, or of rye flour and a whole flour, with water, salt, and yeast; with or without edible fat or oil, milk or milk product, sugar and/or other fermentable carbohydrate substance. It contains diastatic and/or proteolytic elements, and such minute amounts of objectionable salts as serve solely as yeast nutrients.* The total flour ingredient, of which rye flour constitutes less than one-third, may include not more than 3 per cent of other edible farinaceous substance. Rye bread contains, one hour or more after baking, not more than 38 per cent of moisture.

Some are concerned because so many fools can make money. A more lamentable fact is that money can make many fools.

October 15, 1931

Foreign Trade in Macaroni Declines

The foreign trade in macaroni products continued to decline during July 1931 according to the facts and figures compiled by the Bureau of Foreign and Domestic Commerce covering the importation and exportation of this food. Exports declined approximately 24% while the imports show a decrease of nearly 48%.

Exports

In July 1931 only 389,797 lbs. of macaroni, spaghetti and noodles were shipped to foreign ports bringing exports the small sum of \$23,188 as against shipment of 531,567 lbs. in July 1930 which sold for \$42,421.

The decline has been gradual throughout the year. Only 3,039,171 lbs. were exported in the first 7 months of the year bringing a total of \$228,435. This compares unfavorably with total export of 5,367,999 lbs. worth \$481,135 the first 7 months of last year.

Imports

July is usually a very poor macaroni month. The adverse conditions affecting foreign goods as much as the domestic articles. In July 1931 there were imported only 114,131 lbs. for \$652 as compared with a total import of 222,570 lbs. worth \$16,606, the record for July 1930.

The importation of macaroni prod-

ucts has reached the lowest point since the war years, according to government statistics. For the 7 months of 1931 the exports totaled only 1,283,416 lbs. worth \$95,904. For the same 7 months in 1930 the imports were 1,644,107 lbs. worth \$138,269. The extent to which this trade has declined may readily be seen when the total imports for the first 7 months of 1930 or 1931 are compared with a total of between 50,000,000 and 60,000,000 that were imported during the same period prior to the world war.

Below is a statement of the countries to which American made macaroni was shipped in July and the quantities purchased by each:

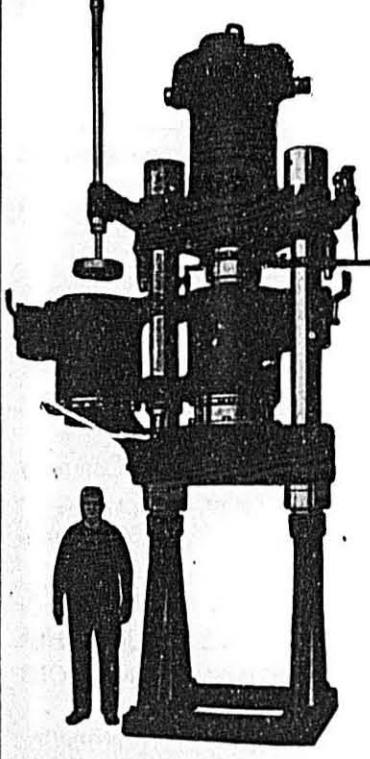
Countries	Pounds	Dollars
Netherlands	9,780	\$ 600
United Kingdom	65,970	5,201
Canada	137,064	10,499
British Honduras	1,051	87
Costa Rica	1,669	162
Guatemala	2,540	171
Honduras	12,884	672
Nicaragua	7,443	379
Panama	47,889	2,720
Greenland	121	19
Mexico	6,061	595
Newfoundland and Labrador	3,481	231
Bermudas	927	75
Barbados	661	53
Jamaica	2,250	161
Other British W. Indies	265	25
Cuba	19,788	1,068
Dominican Republic	17,340	1,042
Netherlands W. Indies	1,012	92
French W. Indies	1,164	119
Haiti, Republic of	6,811	373
Virgin Islands of U. S.	1,450	109
Total	389,797	\$28,188

Brazil	14	3
Ecuador	114	12
British Guiana	200	24
Peru	72	7
Venezuela	1,294	150
British India	559	63
British Malaya	1,569	195
Ceylon	228	30
China	8,579	542
Java and Madura	919	119
Other Netherland E. I.	265	36
Hong Kong	1,674	156
Japan	10,988	713
Kwantung	76	8
Philippine Islands	4,118	630
Siam	23	4
Australia	1,500	104
British Oceania	77	9
French Oceania	1,206	115
New Zealand	5,795	486
Union of So. Africa	2,352	268
Other British So. Africa	348	40
Gold Coast	176	17
Other British W. Africa	30	4

It is much easier to hold the good will of your trade than it is to create good will with new trade, and it is far less expensive. Let us keep all that we have, and get as much more as we can.

One of the differences between a cow chewing her cud and a salesman chewing gum is that the cow generally looks thoughtful.


Now, if the fellow who invented unbreakable windshields would only try his talent on banks.



John J. Cavagnaro
Engineer and Machinist
 Harrison, N. J. - - U. S. A.

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The MACARONI JOURNAL

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

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

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

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

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

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

Vol. XIII October 15, 1931 No. 6

Questions and Answers

Semolina or Flour Macaroni (?)

San Francisco Manufacturer:

Q.—It has been brought to our attention that your laboratory has a sure test for macaroni that will tell whether or not it has been made from Semolina or from Flour. If so, please advise.

A.—In the laboratory of the National Macaroni Manufacturers association in Washington, D. C., we are able to differentiate within certain limits between macaroni products made from semolina and those made from flour. The laboratory will be pleased to make such determinations for any interested miller or manufacturer.

Missouri Noodle Maker:

Q.—Can you tell us whether or not the brand name "Golden Age" for egg noodles has been registered and if so, by whom?

A.—This can be ascertained only by a thorough search of the records in the patent office in Washington, D. C. The National association is in a position to make such a definite search at a very nominal cost to anyone interested.

Power in Organization

An electrical engineer standing at the foot of the great Niagara Falls doesn't ask himself:

"I wonder is there any power in that fall?"

What he really and seriously asks himself is this:

"How can I apply that power to my needs?"

He KNOWS there's power there; he

KNOWS that it can be used; the only question is HOW to use it most effectively.

When a modern business man, a macaroni or a noodle manufacturer for instance, properly surveys the field and knows his business, he no longer asks himself WHETHER organization pays. His question should be:

"How can I take advantage of organization to make it pay me the most?"

He KNOWS there is power and might in organization; he KNOWS that his trade organization can be helpful in many ways that no individual would even attempt, and he KNOWS that organization is the very foundation of good business service to the firm, the trade and the public.

Why, then, should any macaroni or noodle manufacturer fail to take advantage of the opportunities offered by a strongly supported and well managed trade organization,—meaning why not join and be identified with the National Macaroni Manufacturers association, thus adding to the power that can be derived when the whole mass pulls together!

Better think this over, Mr. Manufacturer!

Food for Thought

One of the most significant things in connection with the current depression is the number of failures and discontinuances of business among those who did not advertise in the right mediums.

A survey just published by the American Trade Council shows that 93.96% of these firms whose activities are now closed did not attempt to promote or stimulate their business through the trade publications in their own fields.

The conclusion is justified that at least part of these failures could have been prevented by advertising to the highly specialized lists represented by readers of business papers.—*National and American Miller.*

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 September 1931 the following were reported by the U. S. Patent Office:

PATENTS

A patent for the manufacture of macaroni was granted to Frederick Penza, Brooklyn, N. Y., assignor of one half to Albert Chiapparelli, Brooklyn, N. Y. Application was filed Oct. 22, 1930 and was given serial number 490381. The official description given in the Sept. 15, 1931 issue of the Patent Office Gazette is as follows:

"A die for machines of the class described comprising a tubular body having a discharge port at the lower end thereof and a narrow discharge passage arranged radially with respect to said port, a die pin disposed in the bore of said body and comprising a substantially semicircular head and a small depending pin, the lower end of which terminates centrally of said discharge port, the lower surface of the head of said die pin being beveled to form there below and around the extending pin a chamber having greater area

at one side of the pin than at the other to cause a spiral discharge of a tubular strand of macaroni from said die, said radial passage discharging a relatively straight strand of macaroni around which the tubular strand is spiraled, and the lower surface of said tubular body through which the port opens being beveled.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in September 1931 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Tea Time

The private brand trade mark of Thomas G. McMahon, doing business as Thos. G. McMahon & Co., Utica, N. Y. for use on alimentary pastes, and other products. Application was filed March 16, 1931 and published Sept. 22, 1931. Owner claims use since January 1927. The trade name is in outlined letters.

LABELS

D'Angelo's

The title "D'Angelo's Best Brand Highest Grade Macaroni" was registered Sept. 1, 1931 by Antonio D'Angelo, Avon, N. Y. for use on macaroni. Application was published June 15, 1931 and given registration number 39638.

Dutch Maid

The title "Dutch Maid Noodles" was registered Sept. 1, 1931 by Dutch Maid Products Co., Seattle, Wash. for use on fresh egg noodles. Application was published Sept. 1, 1930 and given registration number 39642.

Golden

The title "Golden Egg Noodles" was registered Sept. 15, 1931 by Golden Age Corporation, New York, N. Y. for use on noodles. Application was published Nov. 15, 1930 and given registration number 39730.

Heinz

The title "Ah-H! There's A Dish That Goes Big With Me!" was registered by H. J. Heinz Company, Pittsburgh, Pa. for use on cooked spaghetti. Application was published May 24, 1931 and given registration number 13412.

In christening an airship why not smash a bottle of liquid air on its nose?

WANT ADVERTISEMENTS

WANTED—One Size 16, Type VI, Class B Werner & Pfleiderer Universal Milling and Kneading Machine. American Licorice Co., 2321 Keystone Ave., Chicago.

FOR SALE—A Werner & Pfleiderer Macaroni Serris Press, vertical type, size 13 1/4 inches. In A-1 condition as it was used only for experimental work. American Licorice Co., 2321 Keystone Ave., Chicago.

FOR SALE—2 1/2-bbl. Elmes Engineering Macaroni Mixer with automatic pump. Machine practically new. Will sell very reasonable. Address: c/o Macaroni Journal, Braidwood, Ill.

Clarkson Flour Company

800 W. North Avenue
Chicago Illinois

Specialists in SEMOLINA,
NOODLE FLOUR and High
PROTEIN PATENT FLOUR

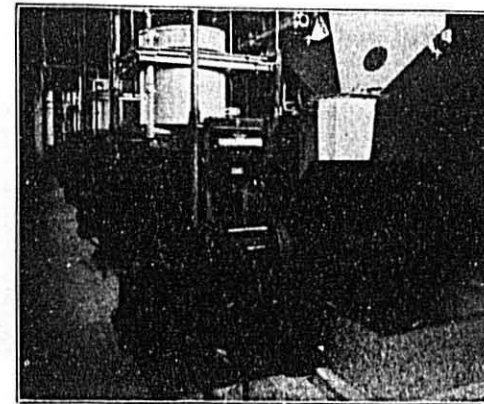
All orders filled promptly

A Good Mixer Makes Good Dough

Preliminary Driers
Mostaccioli Cutters
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Egg Barley Machines
Accumulators



MIXERS



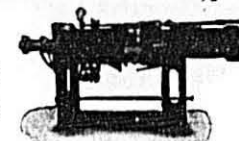
An Installation of Elmes' 2 1/2 Bbl. Mixers

Calibrating Rolls
Dough Breakers
Trimmers
Pressure Pumps
Fittings--Valves



KNEADERS

Noodle Cutting and Folding Machines
"Tortellini" (Stuffed Paste) Machines



PRESSES

Long & Short Goods Driers
Fancy Stamping Machines

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ENGINEERING WORKS
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Mills
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OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

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

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President's and Secretary's Message

... A Call to Counsel ...

Seldom in its long, useful career as the outstanding organization in the macaroni manufacturing industry of this country has it been necessary to call a special meeting of the members of the National Association. But a situation has arisen which necessitates doing so and such a meeting has been called to permit members to air their views on the Association's activities and to vote either their cessation or continuation.

Pursuant to requests from a sufficient number of members, President Zerega has called a special meeting to be held in Chicago on Oct. 27, 1931. The official call is published herewith.

NOTICE OF SPECIAL MEETING

To all the Members of the National Macaroni Manufacturers Association:

You are hereby notified that a special meeting of the National Macaroni Manufacturers Association will be held at the Palmer House, Chicago, Ill. at 10 o'clock a. m. on Tuesday, Oct. 27, 1931.

Said special meeting has been called by the President of the Association pursuant to the provisions of Article XI, Section 2 of the Constitution and By-Laws of the Association; a petition in writing requesting the calling of said special meeting having been received from "not less than 20% of the Active Members."

Said petition states, in substance, that the matters which the petitioners desire to have considered at said special meeting are, the termination of the Association's Advertising Campaign, the cancellation of existing and future obligations of members to the Association's National Advertising Fund, the dissolution of the Association, and the necessary arrangements which will be required to be made in connection with such termination, cancellation and dissolution, if determined upon; and therefore, the foregoing matters will be considered and acted upon at said meeting.

Pursuant to the provisions of said Section 2 of said Article XI, no business other than that set forth, above, in this call can be transacted at said meeting.

You are urged to attend said meeting in person. If you cannot attend said meeting in person, please sign and mail the enclosed proxy, since it is desired that there be a full representation of the membership at said meeting.

(Signed) Frank L. Zerega, President

Attest: M. J. Donna,
Secretary-treasurer.

The responsibility is now shifted from the shoulders of the officers who have always wished to be guided by desires of the members. It will now be up to the rank and file to determine, once for all, just what the policies of the National Association are to be with respect to the activities in question. The whole industry will await with keen interest the action of the members at the special meeting in Chicago on Oct. 27, 1931.

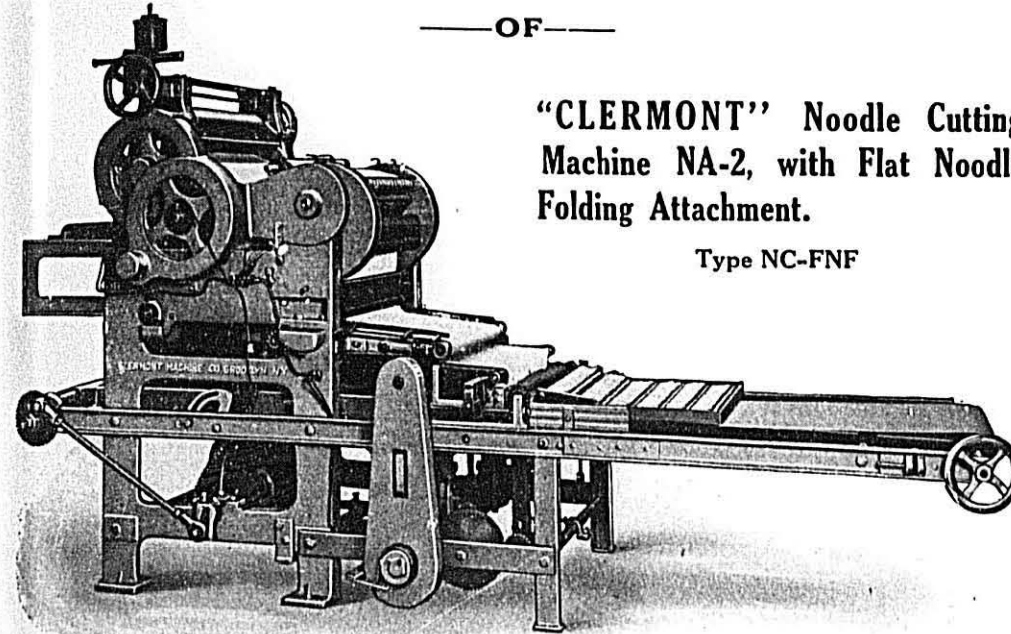


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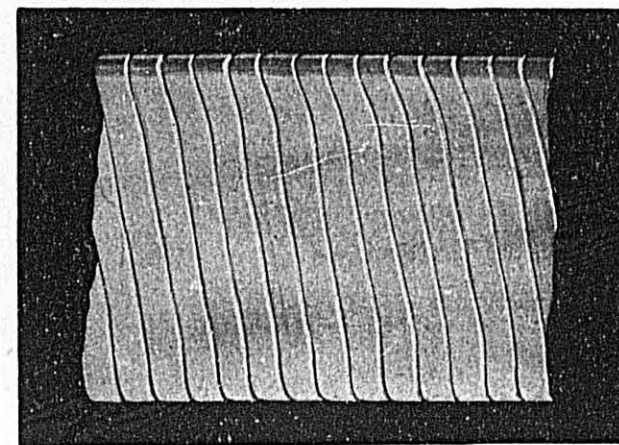


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No skilled operator required

No hands touch the product

Suitable
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Bulk
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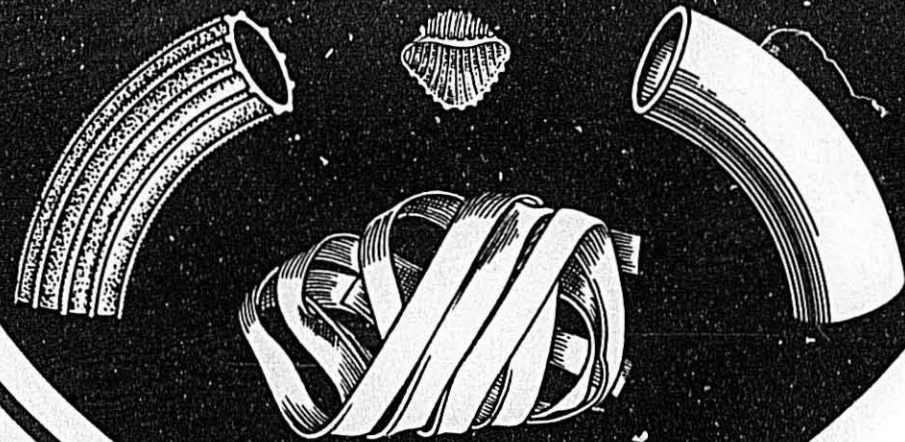
The finished product of above machine.

WE ALSO MANUFACTURE:

Dough Breakers	Triplex Calibrating Dough Breakers
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Mostoccioli Cutters	Square Noodle Flake Machines
Egg-Barley Machines	Combination Outfits for Smaller Noodle Manufacturers

Write for our descriptive catalogue and detailed information.
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268-270 Wallabout St. Brooklyn, N. Y.



**YOUR PROSPECTS
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... CLINCH THEM!**

WOMEN have read your advertising. They are interested—they order macaroni, and prepare one of the tasty dishes you have explained to them. Up to this point everything has gone beautifully—your prospect is interested. The next step is the vital step—you must convert that interest into a steady buying habit.

Only one thing will do it—macaroni so perfect in quality, so delightful in flavor and color, that it wins a permanent place in her menu.

The success of our campaign depends on this. We must do everything in our power to make sure that every woman who buys macaroni gets the finest macaroni we are able to produce.

Because macaroni can be no better than the semolina from which it is made, we feel that part of the responsibility for macaroni quality falls on our shoulders. Therefore Pillsbury's Semolina and Durum Fancy Patent is made only from the finest durum wheat which can be bought at any price. It is tested at every stage in milling. It is finally subjected to the most severe test of all—we make macaroni with it, using commercial equipment in our own testing laboratories. Pillsbury's Semolina and Durum Fancy Patent will make the finest macaroni at the lowest possible cost per pound.

PILLSBURY FLOUR MILLS COMPANY
General Offices, Minneapolis, Minn.

**Pillsbury's
Semolina**