

**THE  
MACARONI  
JOURNAL**

**Volume XIV  
Number 6**

**October 15,  
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# *The* Macaroni Journal



Minneapolis, Minn.

October 15, 1932

Vol. XIV No. 6

## Your Cooperation Invited

Business authorities agree that every trade should have a well organized, strongly supported association capable of caring for its present needs and future development.

The macaroni industry has such an organization always ready to function systematically and intelligently for trade betterment. This it has been doing for over a quarter of a century.

To better carry on this work, the cooperation of every progressive manufacturer is invited. All such are cordially invited to become active members of the National Macaroni Manufacturers Association—a capable, willing and unselfish organization that seeks only the trade's general welfare.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

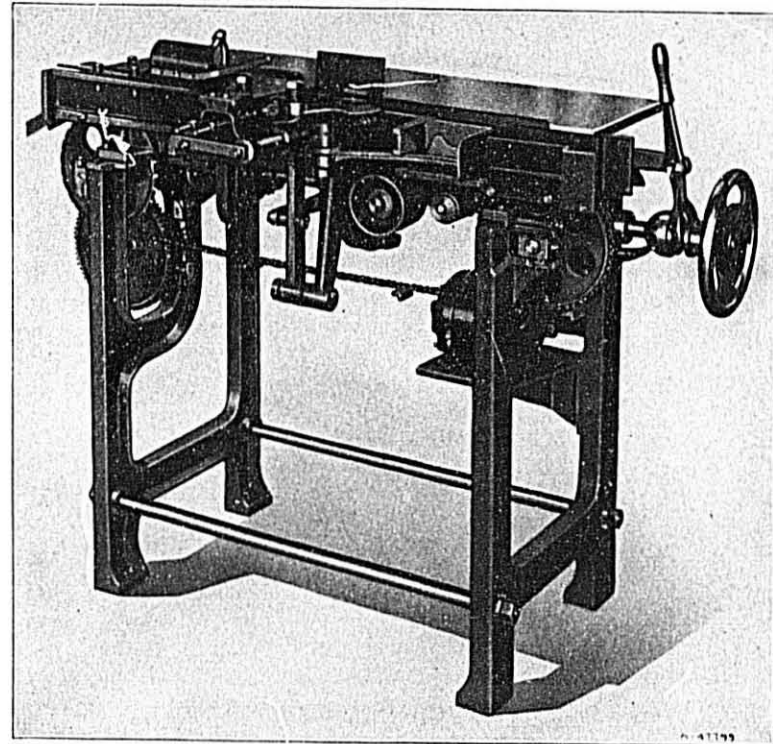
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### « TERSE » BUSINESS TALKS

#### *The Key Man in Business*

Says The Energy Trio . . .

Certain large business houses are headed by a key man who, like the keystone of an arch, holds the whole structure in place and assures its security. When and if the key man drops out the business will go to pieces unless another can be found to take his place. Such houses are sometimes referred to as "one man" concerns, and the term is used in a critical sense.

Can there be any better form of control for a business than that which is vested in one strong man, backed by the wisdom of as many others as need be, who are the strongest obtainable, though in some degree subordinate to the chief.

What would have happened to the Union if Abraham Lincoln had been unable to maintain his position as personal head, as key man of the United States when Seward and Cameron of the cabinet, to say nothing of such outsiders as Horace Greeley, were trying to dictate the policies of the government?

"In a multitude of counselors there is much wisdom," it is said, but note it says counselors, not chief executives. There is also an old saw that may have its application to the case, and that is, "Too many cooks spoil the broth." The cook may require several helpers but there should be but one cook. In any business there should be one man with the power and ability to coordinate the contributions all others can make toward the success of the institution.

Such forms of management as boards of control, executive committees, directorates, may be able to carry on in an interim even with no outstanding head, but continued growth and success will demand one man of greater strength and vision than the rest.

The business or the nation, however, most certainly on its road to ruin is that one which has too many men trying to take the position of key man, trying to be in fact if not in law the chief executive, and so confusing authority.



## The Seal of Uniformity

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

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

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

Throughout the milling of Two Star Semolina a most exacting control is exercised. At regular intervals each day it is tested for granulation, color and protein strength.

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

# ★★ TWO STAR SEMOLINA

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

# THE MACARONI JOURNAL

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## Helping the Upward Trend

Discounting all current political propoganda, the signs of the times indicate a definite trend upward in practically all lines of business. That does not mean that the world's worst depression has entirely passed but business men generally are happy in the thought that the worst is behind them and that from now on all may look for a gradual improvement in business volume and ethics. Macaroni manufacturers should and perhaps do realize that the upward trend to normalcy will not and cannot be as abrupt as was the decline in 1929. Greater judgment is needed under these changing conditions if they would avoid the many pitfalls on the road upward.

From reports from throughout the country, macaroni manufacturers are fairly busy filling seasonable orders but throughout the entire trade there seems to be a general improvement in the quality of the products newly entering the channels of distribution and a lessening of sales pressure with consequent stiffening in prices. The campaign of education sponsored by the National Macaroni Manufacturers Association played an important part in bringing about the welcome change in the trade, upping quality, stiffening prices and eliminating the un-economic nickel package. Here is but another proof of what good may be accomplished when macaroni men are united in a good cause.

Our business knowledge is gained through personal experience and from the experiences of others. From those who have successfully withstood the disastrous depression years, much can be learned that will be helpful in meeting changing conditions in this recovery period. To add to our own experiences, a study of the ways and methods utilized by a particularly successful firm is suggested. The judgment and ability of the salesmanager of that particular firm modestly offers to the trade the plan of battle that enabled his firm not only to stem the backward tide of depression but to keep the plant and the sales force in shipshape for the more favorable trade winds that are now encountered.

The firm referred to has been able to hold not only its production volume but also the quality of the goods produced and prices that were fair alike to manufacturer, distributor and consumer. The result of his well laid campaign is a satisfied clientele, contented employes and a profitable flow of macaroni products through the usual trade channels in a manner to conserve the firm's good will pending the change for the better which all are expecting.

In both 1930 and 1931 this firm kept production almost on a par with its 1929 business in cases. So far this year it is ahead of its schedule with every indication that it will surpass the year 1931 in quantities produced and sold and in profits.

Four major factors were applied in weathering the storm of depression, namely—

**QUALITY**, the first and prime force. From its very beginning the firm had determined to produce only the very best macaroni and during its long existence has built an enviable reputation for high grade goods. To this policy it adhered more closely than ever during the depression years, purchasing only the highest grade raw materials, processing them under approved methods and packaging the goods in a way to insure their reaching consumers in their very best shape. This has created an invaluable consumer preference for this firm's brands.

**PRICE** is the second factor. It has always been based on cost of production, plus adequate allowance for overhead, the building of good will and a reasonable profit on all operations. In the depression years it applied this rule with more thoroughness than ever and the results apparently justify this sensible policy.

**ADVERTISING** is the third factor. Instead of canceling all advertising as many did, it concentrated in channels that have produced the best results. It advertised to distributors emphasizing benefits that accrue from handling a known line, quality goods properly priced and with a ready consumer acceptance. Less but more direct advertising was found to be most profitable.

**CONCENTRATION** of sales efforts to more natural territories. Business in distant parts was taken care of without any expensive sales work. Practically every ounce of energy in the selected sales force was used in developing the friendliness and good will of neighboring distributors and consumers with the result that its territory of distribution was restricted to a reasonable radius and the selling cost satisfactorily reduced.

The policy of this firm is worthy of study and emulation. Others could well afford to adopt these business fundamentals, the manufacture of as fine a macaroni as it is possible to make, pricing it reasonably from the viewpoint of manufacturer, distributor and consumer, intelligent publicity that will build up favorable sentiment toward your particular brands and a sensible restriction of distribution to territories where business can be carried on with profit.

The policy is recommended as one that will build good will, lessen competition, promote consumption and enable one to take every possible advantage of favorable trends in business that are to be expected in improved conditions that now confront all business.

## 1932 Durum Crop Satisfactory

Macaroni manufacturers who use semolina of durum wheat in their products will be pleased to know that the 1932 durum wheat crop is not only satisfactory in quality but ample for their every need. Reports from Federal and state bureaus indicate a crop much in excess of the 1931 production but not nearly so heavy as in past years when that class of wheat became an actual drag on the wheat market.

The quality is apparently satisfactory from the miller's viewpoint, with good color and sufficient protein for every requirement. The usual care will have to be exercised in purchasing the proper grades and in making the proper blends, but the millers can be trusted to do both based on years of experience in purchasing, milling and selling durum products.

With a crop nearly twice the quantity needed for macaroni making in this country there will be available a goodly quantity for export, though production of durum in other countries has been sufficient to take care of foreign demands to a great extent. The low price per bushel being offered to wheat growers may serve to delay the final marketing of their crops and may inflict premiums on the better grades. Taken all in all the 1932 durum wheat crop seems to be sufficient for every need of the macaroni industry during the 1932-1933 season.

Here are the views of the leading durum millers who have made a study of Federal and state reports and who have carefully analyzed the new wheat from the semolina miller and macaroni maker's angle:

### Crop Quite Satisfactory

"The new durum wheat crop is quite satisfactory in quality," says C. P. Walton, president of Capital Flour Mills, Minneapolis. "The 1932 crop was harvested under very favorable weather conditions and about 90% of it was threshed before any appreciable damage was done by rain. It is therefore reasonable to assume this wheat is in dry storage, insuring against any deterioration from an excessive moisture condition.

"We would judge that the protein content will average about one point lower compared with the 1930-31 crops. This, we believe, is more than offset by better gluten and color characteristics.

"As to the quantity, the North Dakota crop particularly was over-estimated in the August 1932 government report which showed 34,000,000 bu. for the state. This was corrected to 28,000,000 bu. in the September report. Inasmuch as practically all the good milling durum is grown in North Dakota there is no more than a comfortable supply for domestic semolina re-

quirements, taking into account that portion of the crop which will be rejected as not desirable for high grade semolina.

"With prices for semolina so low it would seem that the requirements for the top grade No. 1 semolina would be greater compared with the 2 past years. In other words, less of the second quality wheat should be required for making the cheaper grades for making competitive grades of macaroni."

### Crop Is Fine in Color and Protein

"We are all glad this year to be favored with a better crop of durum wheat," says George B. Johnson, manager of Durum department of the Washburn Crosby Co. "There was not only a short harvest last year but the color and quality were not up to the standard of a good crop. This year the situation is entirely favorable.

"The harvest is forecast by the government to be about 44,000,000 bu. This is not large as compared with some of the crops in past years but it is fully two and a half times as much wheat as was available last year. It is safe to say that our durum supplies for the domestic market will be fully ample for all requirements, but due to low prices the farmers may be slow in marketing their wheat, thereby causing premiums to advance.

"The quality is high. The protein level of the crop as a whole is a little lower than last year but still high enough to give all the strength desired. The color is good. We anticipate that the industry as a whole will be very well pleased with the quality of product which it is possible to manufacture from the new durum. The improvement as compared with last year is very outstanding."

### Wheat Grain Not So Plump; Gluten High

"The government crop report as of Sept. 1 showed an estimated production of 45 million bu. of durum wheat for this crop as compared to a final yield last year of 18,395,000 bu.," says H. E. Kuehn of King Midas Mill company, Minneapolis. "The reports we receive indicate the final government figures for this year's crop will be less than the Sept. 1 estimate. Prospects for export business of any consequence seem very remote on durum wheat or durum wheat products during the coming crop year, so with a total crop of somewhere between 40 and 45 million bu., the durum supply should be more than ample to cover domestic requirements.

"Much of this year's durum wheat was badly shriveled because of the extreme hot wave experienced during the

time the grain was ripening, and as a result this year's durum wheat is not as plump as the millers would like to have it in order to obtain satisfactory yields. Although the protein content averages a trifle lower than last year the quality of the gluten is very satisfactory.

"The color characteristics of this year's durum are typical of former years. The same care must be used as in previous years to select durum wheat both for its variety and point of origin to produce a uniformly satisfactory color in the finished macaroni products.

"At present market prices, the farmer receives only about 25c per bu. for durum wheat. Out of this 25c the farmer must pay threshing, what it costs to haul the wheat to the country elevator and other incidental harvesting expenses. Every fraction of a cent further decline from this level strengthens the farmer's determination to hold back wheat as even present prices offer him very little incentive to sell. World wheat statistics are universally l. arish but it seems that such conditions are fully discounted by the present low price."

### Columnist Acquires Correct Spaghetti Stance

William Gaines, editor of a popular newspaper column that is syndicated throughout the country, "About New York," treats of the popularity of macaroni and spaghetti in the nation's metropolis and thrills over his accomplishment in properly eating this nutritious food the accepted Italian way, thus:

No statistics are in reach on how many pounds of any particular food New York consumes in a year. But I'd bet my bottom dollar on this: measured by yards, spaghetti would outdistance all the other foods put together.

If all the strands of a year's supply of spaghetti could be laid end to end, the distance total would sound something like the mileage to the sun.

It is the principal subsistence of many a poor New York family. Yet it is held in high esteem by epicures, and several of the city's restaurants have a wide fame for their expert preparation of the dish.

To coil the strands deftly about your fork, and then get the whole ball into your mouth without a slip is properly applauded as an art hereabouts. This is one of the happiest of my accomplishments, and waiters in Italian restaurants who behold my skill (ahem) invariably express their appreciation in more assiduous service.

Who escapes a duty avoids a gain.

## Macaroni Educational Section

### Industries Pleasant Relations With Food Officials

By DR. BENJAMIN R. JACOBS,  
Washington Representative

Address before Association of Dairy, Food and Drug Officials  
Sept. 28 in Cincinnati, O.

I am indeed happy to be able to present to you a rather running sketch of the relations of the macaroni industry to food law enforcement. We have been very fortunate in being able to eliminate from within the industry a large amount of expense by Federal and state law enforcing bodies because most of the members of our industry are and have been very amenable to the corrective measures that the National Macaroni Manufacturers association has suggested to them. The association has dealt most impartially with members and nonmembers because it has been our belief that although a manufacturer may not be a member of the association he is still a member of the industry and above all a competitor, and the more enlightened he becomes the more likelihood there is of his joining the association and also of becoming a better competitor. The association has therefore adopted the policy of trying every means within its power to help manufacturers in the proper labeling of their products as well as in complying with the standards and definitions as set up by the United States Department of Agriculture.

Our association like most trade associations consists of not more than one third of the members of the industry but we represent from 60% to 70% and have represented as high as 80% per cent of the total domestic production of macaroni products.

The macaroni industry is not one of the large industries of the country. It cannot be compared with the baking and milling industries but in 1929 we reached almost the 50 million dollar mark according to the United States census of that year. Just how this industry was hurt by the depression may be shown from the census figures of 1931 which showed a 35 million dollar production or a decrease of approximately 24%. In tonnage, however, we did not fare so badly. The total of macaroni products produced in 1929 was 555 million pounds while in 1931 we produced 524 million pounds or a decrease of 5.5%. The macaroni industry employs approximately 5000 workers and the number of units has decreased in the past 10 years nearly 25%, showing a large number of consolidations.

Although the macaroni industry is not the foremost in size it has been foremost in its efforts to improve its products. Our efforts to eliminate many of the

evils in the industry date back to within 2 or 3 years of the enactment of the Federal Food and Drugs Act. In those days practically one third or one half of the macaroni products consumed in the United States were of foreign origin, mostly Italian. The greatest evil of those days in the domestic manufacture of macaroni products was the imitation of foreign labels. Practically every box of macaroni whether made in this country or abroad bore on its label a picture of the Bay of Naples with or without Vesuvius in the distance and was heavily bedecked with medals of merit. It took some years to eliminate all of these evils and even now occasionally, although seldom, we meet some of our old friends.

The next evil we had to combat was the use of artificial color in macaroni products. For nearly 8 years after the passage of the Federal Food and Drugs Act the use of artificial color was permitted in macaroni products provided its presence was declared on the label. Many trips were made to Washington by manufacturers who wanted this practice abolished but each one was followed by another group of manufacturers who opposed elimination of the use of color until 1915 when the Bureau of Chemistry issued an announcement declaring that its use concealed inferiority and therefore was a violation of the law which was not corrected by its declaration on the label. However, because of the World war with the consequent unsettled conditions both in this country and abroad this announcement became practically a dead letter until 1926 when

the Bureau of Chemistry reaffirmed its announcement and began a vigorous campaign to enforce it.

From that day the macaroni industry prospered, particularly that part of it, the egg noodle end, which had suffered mostly from unfair competition due primarily to the use of artificial color in these products. The industry had the unstinted and wholehearted cooperation of state officials in the enforcement of this ruling and I want to take this opportunity to express our appreciation of your cooperation for the elimination of probably the worst evil from which the industry has suffered.

Since the macaroni manufacturers eliminated artificial color they had of necessity to use eggs and yolks and there soon appeared on the market a large number of cheap substitutes which were offered to the trade to be used in the place of eggs. Most of these substitutes were starch and some protein ingredient and artificial color. Practically all of them were purchased only by the small manufacturer who had no means of determining their value or whether or not they were in conformity with the standards. There has however recently, that is within the past 2 or 3 years, appeared on the market another product which is being offered very largely as an egg substitute and which some manufacturers are using. This product is soya bean flour. It was first offered in connection with soya bean lecithin and it was claimed that it would not be possible for a chemist to detect its presence because it would yield the same lipid phosphorous acid that eggs yield. The soya bean meal when used without the lecithin yields only a small amount of lipid phosphorous acid and it is easy enough to differentiate between it and eggs. We have, however, been working on this problem for some months and are able to say that regardless of the amount of lipid phosphorous acid which may be added to soya bean meal we are able to detect it in macaroni products when it is present in quantities as small as 2% of the total farinaceous product. We hope to be able to have completed our work within the next 2 or 3 months when the material we have will be published.

The macaroni industry was one of the first to appear before the Committee of Standards and Definitions and ask for

### THE ASSOCIATION'S JOB

"THE JOB AHEAD" for the average trade association is to make certain that no action is taken by any member of the industry based upon ignorance or suspicion. This object may be attained by the systematic assembly and proper presentation of simple facts to show the actual conditions in an industry. Such facts should be made intelligible to the most inexperienced and uninformed member. Such object should be a trade association's most important trade activity.—  
O. L. Moore, president Sales Book Manufacturers association.

the standardization of its products. It is true that the first time that we appeared we did not seem to know what we wanted but the committee assumed that we did and gave it to us, then we found that we had to go back and ask them to change it. Again they gave us what we asked for and we found we were worse off than we were before until finally the committee practically ignored us and gave us a set of standards, which we still have and which are working more or less satisfactorily. The committee did follow our suggestion concerning the amount of egg solids that an egg macaroni product should contain.

Our first set of standards required that all macaroni products unqualified should be made from semolina. This resulted in a hardship because there was not enough semolina to go around and many manufacturers, not being able to provide themselves with semolina, were making macaroni products unqualified from flour or farina and nobody was doing anything about it. The second set of standards permitted the use of flour provided it was of a grade of "straight" or better. This too had to be abandoned because there is no definition or standard for a "straight" grade of flour. At present macaroni products may be made from any grade of flour, farina or semolina and until these raw materials are not merely defined but standardized we are not going to be able to improve the quality of our products.

Semolina is at present defined as "the purified middlings of durum wheat," and "purified middlings" is the clean, sound granular product obtained in the commercial process of milling wheat and is that portion of the endosperm retained on a 10XX silk bolting cloth. It contains no more flour than is consistent with commercial practice nor more than 15% of moisture."

As you all know durum wheat as a class is divided into 3 subclasses (a) Amber Durum; (b) Durum; (c) Red Durum. In each one of these subclasses there are 6 grades, making in all a total of 18 grades of wheat from which semolina may be made. There are at least 4 grades of semolina which may be made from any mill run. Since the term semolina refers only to the size of particles of endosperm there are at least therefore 72 different products which may be sold to the macaroni manufacturer as semolina in accordance with the above definition. Each of these would be different in cost as well as in quality. The extremes may show as much difference in quality as there is between a high grade patent and a low grade flour and the range in price may be as high as \$2 or \$3 per bbl., depending on the price of wheat. The same range of grades and prices may be found in farinas, which according to the definition are "purified middlings of hard wheats other than durums." When we come to a definition of flour, anything in the mill except feed may be called flour, since the ash limit is 1% and the fibre limit 0.5%. It has always seemed to us that "clears"

or "cut-strights" or anything below a "straight" grade of flour should not be defined as "flour," unqualified, any more than skimmed milk or whey should be defined as "milk," unqualified. The full benefits of the food laws are not going to be reaped by manufacturers of food products or the ultimate consumers until the law enforcing bodies are authorized to establish standards of quality which will give some significance and meaning to commercial terms which have very definite meaning in the trade but whose meaning becomes thin air when an attempt is made to establish it in court. Our industry is following in the footsteps of the canners and is making an effort to have the Food and Drugs Act amended authorizing the Secretary of Agriculture to establish standards of quality for macaroni products.

We have eliminated from this amendment the slack filled requirement because it is our belief that a slack filled requirement is practically unenforceable for most macaroni products because of their very nature. The relation of weight to volume in most macaroni products can be controlled in the plant by changing the relation of the thickness of the walls to the size of the hole, and unless the sizes for macaroni products are standardized within very narrow limits it is possible for a macaroni manufacturer to have a well filled package without changing his present weight or size of package regardless of any requirement that may be made of him. Therefore, I do not see how either the manufacturer or the consumer will benefit by any slack filled requirement that may be made. There are, of course, some packages of macaroni products that are slack filled but these may be in most cases filled by the manufacturer without changing the weight of the product nor the size of the package but merely by changing the shape of the product or the relation of wall thickness to size of hole so that no one would gain anything by such a change. We do however hope that standards of quality will be of great benefit not only to the industry but to the consumer and that the use of inferior grades of raw material may be restricted entirely to substandard products. We believe that these should bear such labels as will show plainly that they are substandard products in exactly the same way as substandard canned foods are now labeled.

The Federal Specifications Board which formulates specifications under which all of the Federal departments make their purchases, has accepted a set of specifications for macaroni products which may be used as standards of quality. Anything below these requirements may be considered as substandard products.

Our efforts to obtain standards of quality have met with the most cordial cooperation and support of the United States Department of Agriculture excepting for the fact that the department's appropriation for law enforcing work is at present so meagre. We hope that with the return of some degree of prosperity

the department's appropriation for this work may share in this prosperity so that we will be able to go through with these standards.

Again I wish to thank you for the opportunity I have had to appear before you and for the wholehearted cooperation which I and the Macaroni Industry have received from each of you.

### World Trade Only Half 1929 Mark

Statistics compiled by the League of Nations show a decline of \$25,000,000,000 in the value of world trade from 1929 to 1931.

The value of world trade in 1929 was \$59,685,000,000; in 1930 it was \$48,195,000,000; in 1931, \$34,479,000,000, while in 1932 there will be a further drop of at least several billions and possibly to around the \$25,000,000,000 mark.

Every nation of importance, the League compilation shows, has adopted measures which in some way affect international trade but the decline in volume is accounted for not so much by less volume as by the sharp fall of the general price level.

The entire world is concerned with getting prices for commodities as well as manufactured goods back to profitable levels and along that line the coming world trade conference scheduled to start in December will have an important part to play.

Tariff increases have been general among both the large and small nations but such increases served only to further aggravate present unsettled conditions.

An adjustment of the world price system is the question pressing most urgently for settlement. Raising tariff barriers to protect home industries is of little avail when business is at low ebb and prices are at an unprofitable level.

### To End Profitless Sales

Curtailment of profitless selling and uneconomic price study is the objective of a suggestion to manufacturers recently offered by a large association of grocer manufacturers. To assist distributors in getting a profit from the goods they sell the manufacturers association suggests that:

Each manufacturer suggest to his customers elimination of profitless selling.

Members of this association instruct their sales representatives to refrain from merchandising in such a manner as to promote any extension of the loss-leader practice.

Manufacturers eliminate inequalities of distributing opportunity when and if existing.

An educational campaign has been conducted with wholesale grocery and chain store organizations, and replies received by the association indicated a keen, general interest in remedying abuses in merchandising.

# Exact color



THE unvarying rich amber color of every sack is but one evidence of the rigid uniformity of Gold Medal Semolina. Always the same rich color, always the same strength, always the same taste . . . this uniformity proves itself in your mixers, kneaders, and presses . . . and in the finished macaroni.

Inflexible adherence to an absolute standard of color, strength, and taste is not secured by short cuts—it is the

inescapable result of a searching selection of the finest amber durum wheat. a relentless check-up throughout the milling process and a final examination by making parts of every batch into macaroni under actual working conditions.

That is why Gold Medal Semolina is uniform . . . and the advantages of such uniformity show up in your shop and in growing sales.

## Gold Medal Semolina

"Press-tested"

## Proper Packaging Protects Products

The summer time is macaroni weevil time. This pest often works on this foodstuff till the cold weather sets in. Cleanliness in storerooms and proper packaging against entrance of the insect are two sure means of infection prevention.

Manufacturers of containers of all sorts who have collaborated with food manufacturers and distributors of all kinds in research work aim at proper protection of package contents, and great progress has been made in insect elimination, contamination and leakage. In this connection a treatise on the proper packaging of food products in paperboard containers is interesting and educational. It was prepared by The Interstate Folding Box company of Middletown, O., and deals with the elements against which foods must necessarily be protected and means for so doing. The article is very interesting to macaroni and noodle manufacturers; its suggestions most opportune. It is reproduced herewith, in part.

The food products industry has always felt the need of a paperboard container that would give the contents the proper protection against the different elements, such as

**PROTECTION AGAINST AIR.** Oxygen in the air will naturally cause a product containing fats, oils or grease of any kind to become rancid, and also will cause weevil germination. Air-tight packages will retard this.

**PROTECTION AGAINST MOISTURE.** Some products require the retention of moisture content, while in others packed dry or brittle (like macaroni, egg noodles, crackers), it is essential to keep out moisture. Therefore, moisture resisting cartons will be helpful to preserve the contents in the desired condition.

**PROTECTION AGAINST GREASE.** Oily, greasy contents will penetrate most grades of paperboard and cause grease spots to appear on its outer surface, causing the carton to become unattractive.

**PROTECTION AGAINST MOLD.** Some products, such as improperly dried macaroni, are naturally susceptible to mold. Air-tightness will retard mold.

**PROTECTION AGAINST ODORS.** The aroma in many products if permitted to escape will suffer an impairment of quality. Others will absorb any objectionable odors in their vicinity.

**PROTECTION AGAINST INSECTS.** Many products are a temptation to vermin and insects. Macaroni products come in this classification. They will enter a package through the smallest openings. The pinholes at the cor-

ners of a carton (formed when the end flaps are folded and sealed) give them an ideal entrance.

**PROTECTION AGAINST SIFTING.** When powdered products sift through the corners of a package it makes their printed surface unattractive.

### Usual Means of Protection

The following expedients have been utilized in connection with cartons to give the contents the above protections. On some products all of these are used, and, on some, different combinations:

A. **TO PREVENT GREASE-PENETRATION.** A glassine lined board made into a carton or a glassine bag in which a product is packed inside a carton. Glassine, however, does not prevent MOISTURE or AIR-PENETRATION.

B. **TO PREVENT MOISTURE-PENETRATION.** Paraffine (wax) is used to coat one or both sides of cardboard which is then made into a carton. Or a carton of regular boxboard is wrapped in waxed paper and heat sealed. In addition, some waxed cartons are also wrapped with waxed paper or glassine paper. Since paraffine resists glue waxed cartons cannot be sealed, so where a seal is required they depend upon the sealed outer wrap. Wrapper seals are far from being tight.

Another system is to laminate (paste) 2 sheets of cardboard together with asphalt between, forming a combination board. Moisture proof transparent cellulose sheeting (which is used only as a wrapper) retards moisture- and grease penetration but has very little resistance to AIR-PENETRATION. These all will have the effect of resisting moisture, and some will resist grease, but none of them possesses sufficient resistance to AIR-PENETRATION.

### HOW DEPRESSIONS END

During the past 50 years we have had 15 prosperities and 16 depressions (large and small) and this is the way people have acted in every one of them. Near the end of every depression the public gets starved for goods and begins to buy, a little more and a little more—and at this very moment the next prosperity begins—and its duration always depends upon the amount of wisdom the people acquired during the last depression.—R. Perry Shorts, president Second National bank, Saginaw, Mich.

C. **TO PREVENT MOLD.** Metal foil is used to wrap a product before inserting it into a package, to retard mold growth. Whereas foil will cling closely to a product there is no commercial means of sealing it hermetically and preventing mold. This is impractical in the case of macaroni products.

D. **TO PREVENT ODORS.** No paperboard or paper wrapping material up to the present time has been developed to effectively prevent the loss or absorption of odors.

E. **TO PREVENT INSECTS.** Wrapping a carton with a printed label or wax paper will prevent insects from entering if the wrapper is tightly sealed. It will be found, however, that the cartons' corners will puncture this wrapper during shipping in a large percentage of packages, permitting insects to enter the corner pinholes.

F. **TO PREVENT SIFTING.** Here the same methods are employed as to prevent insects from entering a package. If insects can get into a carton then powdered contents can sift.

### Hermetic Sealing Is Best Protection

These are practically all the means now used in paperboard packages to protect food products and as each possesses a single quality (and that to a limited degree) it has been the practice to combine different ones in a single package when protection of a product is required for all seven elements.

**NONE OF THESE MEANS, HOWEVER, WILL RETARD AIR-PENETRATION EFFECTIVELY.**

The outstanding defects that exist in paper packages are a proper air resisting material and a means of hermetically sealing.

Assuming all elements are incorporated in the package—

That the paperboard is laminated with asphalt

That the paperboard is lined with glassine

That the product is wrapped in foil

That the carton itself is either coated with paraffine or wrapped with a label, waxed paper, or transparent cellulose sheeting

there is still a loophole in the proper sealing of the carton to insure the contents being hermetically sealed. In other words, the materials used (regardless of their protective merits) when made into a completed package, afford no greater protection to the contents than the methods USED TO BRING ABOUT A HERMETICAL SEAL of the carton.

Investigation will disclose that no paper carton package is really hermetically

you  
Command  
the Best When  
you  
Demand  
Commander  
Superior  
Semolina

**H**UNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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



Commander Milling Co.  
a division of the  
**COMMANDER-LARABEE CORP.**  
Minneapolis, Minnesota

sealed, due to the fact that there are tiny openings at the corners formed when the end flaps of the carton are sealed. The means now used to close these pinholes are not efficient as can easily be verified by a simple test—suck at the corners and observe how freely the air can be withdrawn. This is due to the fact that the wrapping material when folded leaves openings at the corners, and while it may prevent a sifting it does not prevent free passage of air. It will be found in a large percentage of wrapped cartons the corners of the cartons have punctured the wrapping material, causing the contents to sift and permitting vermin to enter.

There have recently been developed effective means of remedying these defects:

**AS TO BOARD.** We are offering a specially processed board that combines all 3 essential elements—

protection against AIR-PENETRATION  
protection against moisture-penetration  
protection against grease-penetration

so that a carton made of this board, wherein the necessary 3 protective qualities are combined, affords a greater degree of protection to food and other products than was heretofore possible. As an illustration: a laboratory test made on a 3" disc of a standard grade of boxboard showed 100 c.c. of air (under 5 oz. pressure) penetrated in 58 seconds, compared to 400,000 seconds when the same test was made on our new board. This is considered by authorities to possess phenomenal resistance—far greater than any paperboard or paper wrapping material they have tested.

**AS TO THE HERMETICAL SEAL.**

We have developed a mechanical means (operating in conjunction and continuous with any standard automatic carton-sealing machine) which effectively seals the edges and corners at the top and bottom glue flaps of a carton. This securely closes these openings against air- and vermin-penetration and keeps the contents hermetically sealed, affording a greater degree of protection for the contents than before possible. This is accomplished without added operation or labor.

When all is said on this subject and everything possible is done, it must still be admitted that **NO CONTAINER OFFERS SUCH PROTECTION AS TIN CANS OR GLASS JARS** to foods that naturally lend themselves to such packaging. Next best is the processed board container and the hermetical seal referred to.

#### VALUABLE TIP

To discover whether an ostrich is a male or female tell it a joke. If he laughs it's a male. If she laughs it's a female.

## Spaghetti Favored Dish

Spaghetti dishes are holding their own in the realm of cookery now that the hostess has discovered how popular they are with her guests. That is the opinion of the editor of the Call-Bulletin of San Francisco, and the general conclusion of food experts who have lately given much thought to the food values and the economic value of this concentrated and nutritious grain food.

As a main dish combined with cheese or a variety of sauces, or with meats served Spanish style, it is hard to find anything more appetizing to the hungry person.

Besides being an economical food spaghetti is quick and easy to prepare and combines temptingly with leftover bits of meats, vegetables, fish and cheese. This proves a great attraction to all of us who are glad to know some way of saving on the family food bill these days. One cannot afford to be without a package or two on the emergency shelf for the hurry-up dinner. It suits the taste of most every one and takes the place of potatoes at a meal, a dish that we are apt to tire of when it is served too often.

#### Cooking Spaghetti

The successful dish of spaghetti depends upon the initial cooking. Do not cook it in too much water, this results

#### IMPORTANCE OF COM-MODITY RISE

From now until the end of the year the trend in commodity prices will constitute the biggest single factor in determining whether or not the country is emerging from the business depression.

As long as financial history has been written a decline of more or less abrupt proportions in commodity prices has accompanied every major business depression. Prices have swung lower as unemployment and shrinking business profits cut into the purchasing power of all groups in the population. The surplus of unsold raw and manufactured goods has reached higher and higher proportions.

Among economists and business leaders it has been established gradually that a recovery in prices of goods in the home markets constitutes the most reliable forecast of a change for the better in industry and business.—*W. S. Cousins in American Bankers Journal.*

in the loss of food value. Four cups of liquid is sufficient to cook one medium size package of spaghetti. With this amount of water the cooking process will have to be watched more carefully, but there will be less water to pour off after cooking and the flavor of the product will be better. The time required for spaghetti to cook depends a great deal upon the brand and the variety. It is tender when the end does not look chalky white when a piece is cut.

Be careful not to confuse tenderness with flabbiness. Spaghetti that has been cooked too long becomes soft and shapeless, losing its appetite appeal. In most recipes it is essential that the spaghetti holds its shape to make the dish look its best. Always have the water boiling before adding the spaghetti and then use a low flame to keep the water boiling. A teaspoon of salt is added to the boiling water for the sake of palatability. Drain the water off immediately after cooking.

Some cooks like to run cold water over the spaghetti to make the sections stand apart. If the spaghetti has been cooked beforehand for a dish keep it well covered in the refrigerator.

#### Choosing Spaghetti

Good spaghetti will be slightly yellowish in color and rough in texture. It will break cleanly without splitting and when cooked will be double its original size and will still retain its tubular shape.

Good, well cooked spaghetti never becomes dry and pasty.

#### What Do Customers Think?

Some questions as to the value of odd-pricing in sales building are raised as the result of a study reported in the Journal of Retailing.

A large number of customers were queried as to their reaction to the use of odd cents and dollar prices by retail stores. The following conclusions were drawn from the replies received:

Consumers are not convinced that odd prices signify accurate and scientific pricing.

The impression of saving is conditioned both by the character of the article and the reputation of the store.

The constant use of odd prices wears away the impression of saving and in some cases undermines confidence in the store.

In the case of certain types of articles, convenience of purchase is more important than possible savings.

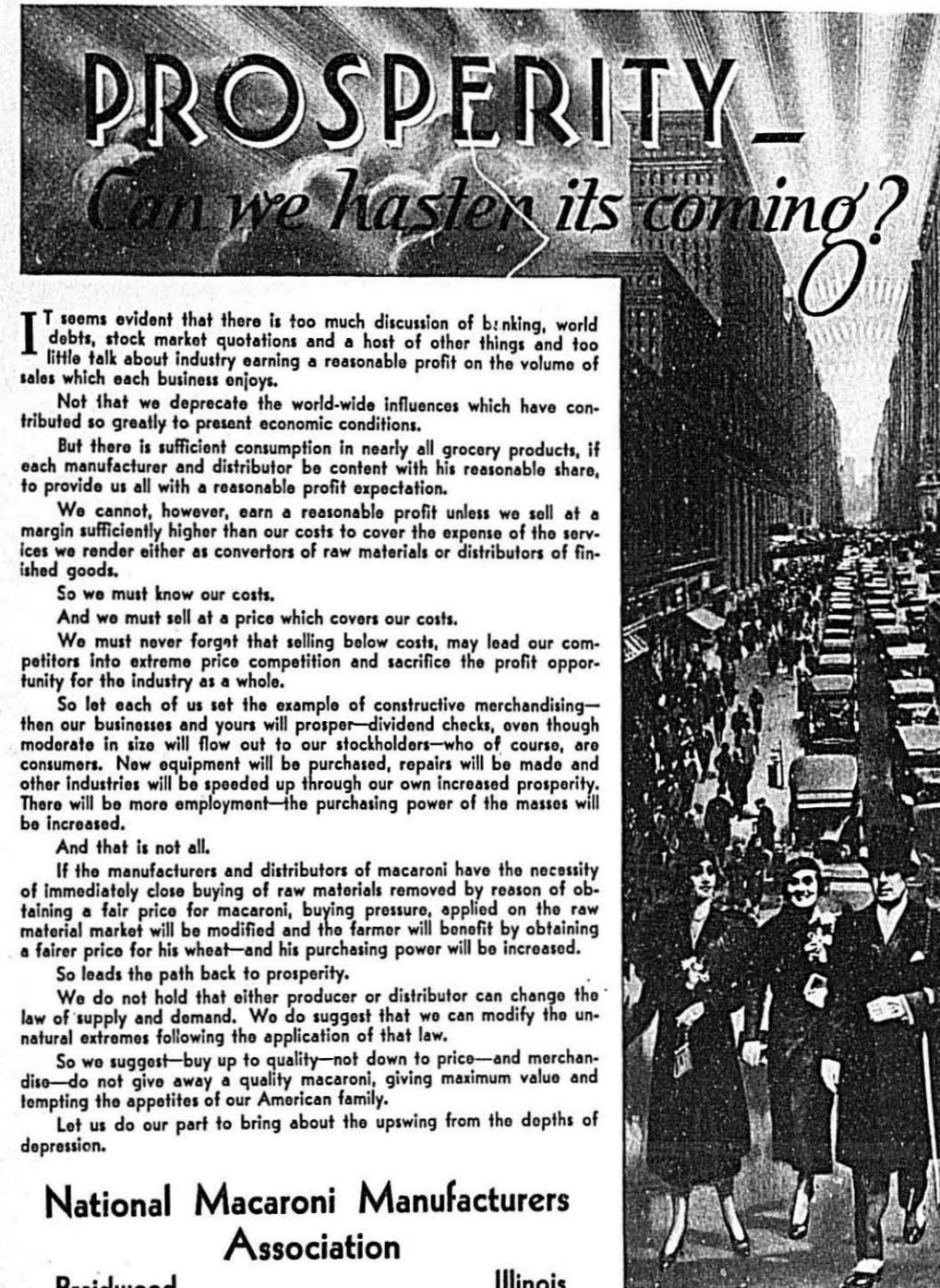
Women appeared to be more apt than men to believe they were being given a reduction in price it is stated, the men being more frequently inclined to view the suggestion of reduction as intended to mislead.

#### NEW VERSION OF OLD THEME

It takes 1500 nuts to hold an automobile together but it takes only one nut to spread it all over the landscape.

# PROSPERITY—

*Can we hasten its coming?*



**I**T seems evident that there is too much discussion of banking, world debts, stock market quotations and a host of other things and too little talk about industry earning a reasonable profit on the volume of sales which each business enjoys.

Not that we deprecate the world-wide influences which have contributed so greatly to present economic conditions.

But there is sufficient consumption in nearly all grocery products, if each manufacturer and distributor be content with his reasonable share, to provide us all with a reasonable profit expectation.

We cannot, however, earn a reasonable profit unless we sell at a margin sufficiently higher than our costs to cover the expense of the services we render either as converters of raw materials or distributors of finished goods.

So we must know our costs.

And we must sell at a price which covers our costs.

We must never forget that selling below costs, may lead our competitors into extreme price competition and sacrifice the profit opportunity for the industry as a whole.

So let each of us set the example of constructive merchandising—then our businesses and yours will prosper—dividend checks, even though moderate in size will flow out to our stockholders—who of course, are consumers. New equipment will be purchased, repairs will be made and other industries will be speeded up through our own increased prosperity. There will be more employment—the purchasing power of the masses will be increased.

And that is not all.

If the manufacturers and distributors of macaroni have the necessity of immediately close buying of raw materials removed by reason of obtaining a fair price for macaroni, buying pressure, applied on the raw material market will be modified and the farmer will benefit by obtaining a fairer price for his wheat—and his purchasing power will be increased.

So leads the path back to prosperity.

We do not hold that either producer or distributor can change the law of supply and demand. We do suggest that we can modify the un-natural extremes following the application of that law.

So we suggest—buy up to quality—not down to price—and merchandise—do not give away a quality macaroni, giving maximum value and tempting the appetites of our American family.

Let us do our part to bring about the upswing from the depths of depression.

**National Macaroni Manufacturers Association**

Braidwood Illinois

(Third of a series of editorial advertisements published in "Groceries" (August 1932) in the interest of quality manufacturing and economical merchandising. Sponsored by National Macaroni Manufacturers Association as an educational service to distributors and a helpful service to macaroni manufacturers of all classes.)



## Secrets of Successful Trade Marking

By Waldon Fawcett

Written Expressly for The Macaroni Journal

### Your Brand May Betoken Quality Without Saying So

Nothing that has come out of the experiences of the depression of 1929-32 holds for macaroni marketers and other sellers more significance than the reaction of the consuming public to concessions in commodity quality. Bound up with this revelation of the ultimate attitude of the majority of retail customers are disclosures of the influence of trade marks which may advantageously be taken into account when planning future sales attacks. By and large, the moral of the recent floundering is that quality in goods wins in the end.

What makes all this so timely is the way in which the pendulum of public sentiment has swung back to the security of dependable quality after having gone far toward the opposite extreme of low prices at any cost. To understand why even the staunchest trade marks were for a time caught in the whirlwind, it is desirable to look back over the devastation of the past 3 or 4 years and to realize that the sacrifice of quality was slow in producing its effects for the very good reason that it did not manifest itself to any considerable extent in the early stages of the business demoralization.

Almost from the outset of the depression there were instances of price cutting—slashes in the established standard prices—which gave the public what was to develop into an insatiable appetite for "bargains." But much of that early "dumping" involved what was known as "distress merchandise." That is to say, panicstricken retailers or embarrassed producers cut prices on goods which they had on hand—goods made to the highest specifications and intended to sell at equitable prices. The consuming public did not realize at the time quite what this meant. But it was destined to realize later to its sorrow.

When the limited supply of distress merchandise was exhausted the consumer demand for price concessions continued and grew louder all the while. In the face of this mania for "savings" marketers had of necessity to adopt one of 2 courses. Either they must meet the demand, whatever the means to that end. Or else they must resist it on the strength of rooted reputation or entrenched good will. Strong old established houses were able to adopt this latter course to some extent. And mention has been made in a previous number of *The Macaroni Journal* of the service given by time tried, familiar trade marks in resisting price demoralization. But no house was wholly immune from

the pressure for price concessions. While the concern which had little good will armor to fend off barehanded competition was left with little choice but to give way on prices.

The inevitable happened. To match the prices of rivals, producers had no alternative but to cut the cost of production. And in most instances this involved the use of materials or ingredients of lower grade. "Promotions" became the order of the day, but for all the shouting the public did not get any more than it paid for. By the early part of 1932, with many commodity lines definitely established on lower levels of quality, the consuming public and the more conscientious distributors began to awake to their plight. Then was launched the "Back-to-Quality" movement which is being hailed as one of the most cheering symptoms of business restoration.

In certain lines—for example textiles—what is known as "The Quality Movement in Merchandise" is being furthered by special organizations formed to systematically educate the public on the fallacy of subordinating quality to price. In the grocery line and the food specialty field there is less of plotted propaganda. But the general disillusionment with shoddy, makeshift, skimmed goods is having its effect in converting discriminating consumers to habits of quality appraisal which may be relied upon never again to allow them to be led astray by price subterfuges.

Assuming as we may from the evidence before us that the consuming public is emerging from the depression with a new respect for and deepened insistence upon quality in merchandise, it becomes apparent that purchasers at retail will look more sharply than ever before for the tokens of quality that will guide

#### EVERY REASON FOR OPTIMISM

Today America has every reason to be cheerful. Commodity prices are advancing, the security market going up, factories reopening and small businesses throughout the country beginning to show a profit. Most important of all, the defeatist psychology is rapidly disappearing and old fashioned American optimism is again to the fore.—*Will F. Morrish, president Bank of America, San Francisco.*

its selection. This is where the trade mark comes in. Here is new work or increased responsibility for the brand. If quality is to be the dominant factor in goods selection, it is obvious that for the promise or proclamation of quality there must be employed some vehicle that is always present with the goods down to the smallest unit, and that may be readily observed and easily understood by every consumer as a messenger of quality.

While the trade mark is so logically the ideal instrument for this job of quality visualization, it will be necessary to overcome in certain quarters a reluctance to accept the trade mark as a warranty or guaranty of quality. This limitation in the public conception insofar as it exists, is doubtless due to the splitting of hairs in the oldtime definitions of trade marks. In days gone by much—much too much—has been made of the fact that the function of a technical trade mark is one of identification and not specification. Because the Federal rules do not permit the registration at the U. S. Patent Office of a word or phrase that is "merely descriptive" of the goods, branders got the idea that they must lean backward in making their trade mark names meaningless except as keys to the ownership or origin of the goods.

That narrowing of the trade mark's sphere of usefulness went entirely too far. To be sure every trade mark, in order to pass Uncle Sam's sternest censorship, must start out as a fanciful or arbitrary source-mark and not as a grade-mark or species-mark to distinguish one quality of goods from another. But there is nothing in law or in business ethics to prevent a macaroni marketer, once his trade mark has qualified for registration, from setting out to superimpose on the original function of identification the further function of quality expression. And he may if he sees fit so stress the quality angle in the mark's meaning that in time the public will come to think of the mark as essentially the symbol of a standard of integrity in the goods. Subconsciously, of course, beholders recognize such a glorified mark as a factory mark or the business autograph of a particular producer. But preeminently they interpret the mark as a gage of quality in the goods.

Given this enhanced importance of goods-character or quality in marketing, and the consequent obligations upon the trade mark to symbolize value, and we

October 15, 1932

THE MACARONI JOURNAL

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Rich Yellow Color, Even Granulation,  
Excellent Flavor, Clean and Strong

# King Midas Semolina

You will never make  
a mistake by recom-  
mending and selling  
a superior article.

Quality is the surest  
foundation for  
a permanent  
business.



King Midas  
Mill Co.  
MINNEAPOLIS, MINNESOTA

have a fresh compulsion on the brander. He must grasp the fact that he may make his mark betoken quality without actually asserting or even hinting this significance. Trade mark experts agree that in ignorance of this secret lies one of the fatal flaws of much of the latterday selection of trade marks. Branders began years ago to sense the desirability of enabling the public to read quality between the letters of a trade name. But they set about attaining this objective in the hardest way.

All too many marketers have assumed that the best way or the only way to make a brand name eloquent of quality in the goods was to convey within the designation an image or expectation of quality. Denied the exclusive use of a word or phrase that is downright de-

scriptive the brander in this school has racked his brain to discover a term that is suggestive but stops short of barefaced description. Some very clever suggestive names have been coined or captured in this quest for near descriptiveness. No one should minimize their value as selling aids. The point is that this straining for the borderline brand is unnecessary. If a mark is to widely and permanently spell quality in the eyes of the public it must acquire that power by association, rather than on its face value. If the quality tradition is to grow from repeated performance it follows that a marketer may take any trade mark which he may control and invest it with quite as much pride of quality as could be packed into a nickname that literally shouted its pretensions.

## Quality and Service-- the Merchandising Twins

An excellent, timely article reprinted from *The Sample Case* and one which should be called to the attention of every Salesmanager and all Salesmen.—Editor.

Who is responsible anyhow, for the idea that price is all that will sell merchandise and that the American public no longer considers quality or service?

There has never been a time when a purchaser did not consider the quality of the merchandise which he wished to purchase and there never will be such a time. There is a pride in the possession of something better that can never be equaled by the feeling that it was purchased at the lowest price.

All the business that this continent once enjoyed was built upon the idea of quality and the added service which quality rendered. The products of America were noted around the world because of their quality and better style.

Who sold the idea that quality did not count? Was it someone who had no argument except price? Was it some firm that could not force its way into the market except on a price basis? If these questions be answered affirmatively—as they must be—why then did the real manufacturers so suddenly become frightened and adopt the practice of the cheaper firms?

There is no satisfaction in owning cheap things. There is no economy in purchasing them. There is no profit in manufacturing them and there is no argument that can be advanced in their favor.

It is time for America to get back to fundamentals and forget the things that have afflicted it for the past 2 years. And the first thing that must be relearned is that Quality is the one thing which should be stressed in the sale of merchandise. Quality and Service are the twins of merchandising. They go hand in hand and carry success with them. Every successful salesman recognizes that this is the truth. Every salesman

knows that he cannot twice sell the same cheap, shoddy article to any merchant who really desires to serve his community. It would not require much investigation to determine from what source came the price idea.

Selling on price alone has closed the factories and forced men out of employment. It has left families hungry and hopeless. It has destroyed many established businesses. It has brought distress and dissatisfaction to the entire continent. If price cutting could make business we would now be in a period of unparalleled prosperity. The present condition is the best proof of what is worth while.

Go out and sell Quality again to the whole world. Bring back to our land the realization of the need for good merchandise that can be sold at a fair profit. Offer Service to your customers by giving them things which will make them new customers. In this course lies real recovery and real prosperity. And it is the only way.

### Operation of Employees' Suggestion Systems

Organized systems for the encouragement and use of employees' suggestions are becoming popular according to data received from more than 100 companies in the United States.

Adoption of well organized plans to stimulate interest, overcome diffidence and facilitate the passing on of suggestions has resulted for the reporting concerns in such benefits as savings in operating costs, increased production, extension of business, improved operating methods, better working conditions and increased employee interest.

The plan in most general use by large concerns is continuously involving the use of suggestion committees that receive, judge and make effective the sug-

gestions offered. The duties assigned to such committees include the following:

- To place and maintain suggestion boxes.
- To keep on hand an adequate supply of suggestion blanks.
- To collect at regular intervals all ideas.
- To acknowledge the receipt of suggestions promptly.
- To consider or see that the proper authority considers all ideas promptly.
- To determine or cause to be determined the possible savings effected by suggestions, etc.
- To pay all rewards promptly.
- To ascertain that accepted suggestions are applied wherever possible.
- To explain to employees the reasons for rejecting ideas.
- To supervise publicity in regard to the plan.
- To maintain adequate records and present reports to the proper person or persons.
- To perform any other functions necessary to the successful conduct of the suggestion system.

Many types of awards are given for suggestions accepted, but the most common one is cash. One large company in 1931 awarded \$55,739 to employees for suggestions for improving their jobs; a total of 19,595 suggestions were received of which 6,383 were adopted. The report indicates that the percentage of ideas which normally may be expected to be worthy of some reward ranges from 20 to 50%.

### Catelli Company Maintains Sales ---Profits Lower

Volume of business of Catelli-Macaroni Products corporation has been relatively well maintained during the current year, but selling prices are reported as lower and profits to date are understood to be under those of last year. Those close to the situation point out that it is yet too early to make final forecasts for the year ending Nov. 30, says the *Financial Post* of Toronto, Can.

The summer season is always quiet. Given an improvement in western conditions and a stronger wheat market there might be a considerable change in the company's position between now and the end of the fiscal period. Liquid position is stated to be satisfactory but no dividends are being paid on the preferred or common shares.

There have been no major changes in operating policies this year. Three years ago a considerable housecleaning took place in which several noteworthy moves were effected. A plant was purchased in Vancouver and a unit at St. Catharines was closed and eventually dismantled. Equipment was transferred to other plants in operation.

In the year ended Nov. 30, 1931 progress was made in reducing the deficit brought forward from the previous period and the company started the current year with a deficit of \$12,080 in surplus account. A feature of the last financial statement was the fact that it gave effect to redemption of \$127,500 of preferred stock; discount of \$75,650 being used to adjust goodwill account. There remained \$1,672,500 of \$30 par value preferred outstanding.

Whatever you do, do it the safe way.

## Consolidated Macaroni Machine Corporation

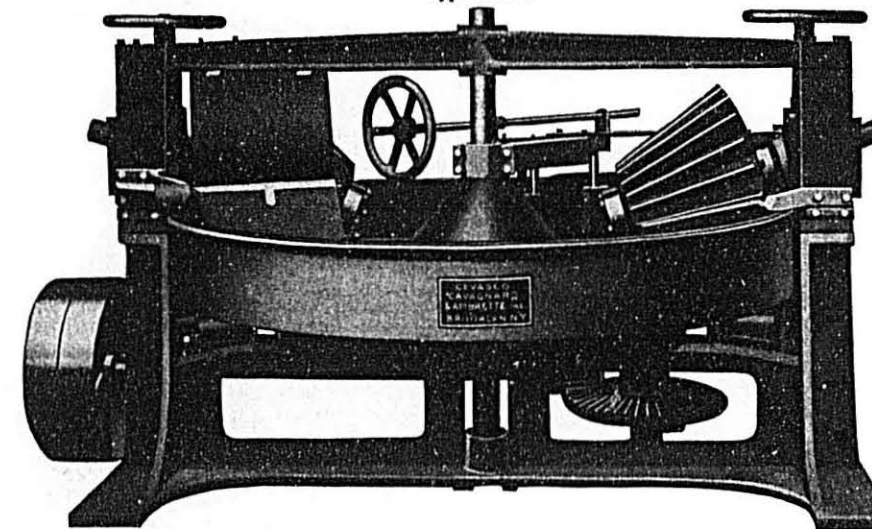
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street  
Address all communications to 156 Sixth Street

## The National Association Trade Mark Service

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

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

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

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

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

### Repeal

Timeliness in the use and registration of a trade mark often gives a firm a big advantage. With all this furore about amending and repealing a very unpopular law, many have turned their attention to the use of the word "RE PEAL" as a trade mark for their products. That such a trade name is timely and that it will be popular in some groups and sections is undeniable, and products bear-

ing that name will get a good play even if it be out of curiosity that the first purchases are made. But the popularity or the timeliness of the trademark must be supported by a quality product if a permanent demand is to be built up.

To emphasize this point of timeliness attention is called to the predicament in which the Trade Mark Bureau of the National Confectioners association finds itself at this very moment. Two prominent candy manufacturers are ready to

market a new product under this trade mark. Inquiries as to priority of use were made concurrently by these manufacturers and thus presented a serious problem with which the bureau is wrestling.

**MORAL**—Choose your brand name or trade mark carefully; have it registered immediately, after closely following all legal requirements as to prior use.

### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In Sept. 1932 the following were reported by the U. S. Patent Office:

Patents granted—none.

#### TRADE MARKS APPLIED FOR

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

##### Red-D-Cut

The trade mark of The Pfaffman Egg Noodle company, Cleveland, O. for use on macaroni. Application was filed Jan. 22, 1932 and published Sept. 27, 1932. Owner claims

use since July 12, 1909. The trade name is in heavy type. No claim is made to the word "Cut" shown in the drawing except in association with the words of the trade mark.

##### Tumbler

The private brand trade mark of Holstrom-Pilcher Co., Lockport, Ill. for use on macaroni and rolled oats. Application was filed July 25, 1932 and published Sept. 27, 1932. Owner claims use since July 19, 1932. The trade name is in heavy type.

## Work Sharing as Unemployment Relief

The cooperation of all employers of labor is sought by the Chamber of Commerce of the United States on its plan to help decrease unemployment through the sharing of work among the employed and unemployed workers of the country. The decision was made last month by the board of directors, according to announcement by President H. J. Harri-man of that nation wide commercial organization. It acted upon the recommendation of the special committee of working periods in industry and in accordance with the resolution unanimously adopted as follows:

"The board of directors of the Chamber of Commerce of the United States endorses the efforts of the coordination committee of the Share-The-Work Movement of which Walter C. Teagle is chairman, and authorizes the president of the Chamber in cooperation with Mr.

Teagle's committee to ask each organization member to inform its constituent members of methods most applicable to the field in which they are engaged for sharing work in the interest both of preventing unemployment and reducing existing unemployment. Each organization member should advise the Chamber of Commerce of the United States at least once a month for the next 6 months respecting the methods for sharing work which are being used, number of weekly hours of work per employe prevailing in each enterprise in the field and extent in terms of the number of enterprises, and the number of employes at work who, without the sharing of employment, would not have been at work in the same positions.

"The board emphasizes to all employ-ers their responsibility in reducing un-

employment by methods of sharing work which can be adopted in offices, stores, banks, plants and all other places of business. Sharing work should be recognized as wholly an emergency method of dealing with unemployment. Whatever plan for sharing work may be most suitable, its application to the point where each employe has no more than 40 hours a week, or the equivalent, will have very beneficial effects upon present conditions of employment.

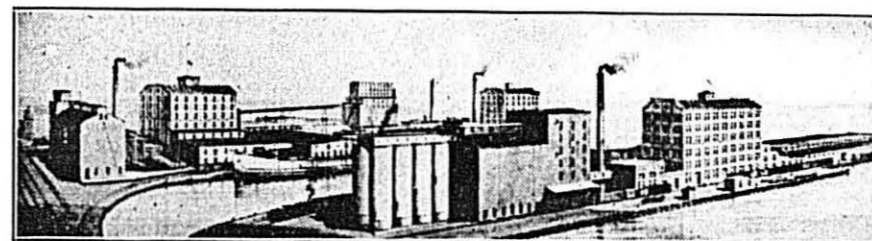
"The Share-The-Work Movement was organized at the industrial conference in Washington on August 26, 1932 as an important means for bringing about a wider distribution of work and spending power by widening the spread of the employment that is available."

The macaroni manufacturers of the country are asked individually and collectively to study the plan and to endorse the idea of sharing work in such a way that the greatest number of employes will be used part time, keeping in mind the best interests of the plant in whatever use they may make of the sugges-tion.

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MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

## HOURGLASS SEMOLINA

Carefully Selected Durum Wheat  
Milled with Precise Care  
Quality Unsurpassed

Location Enables the Best of Service

## DULUTH-SUPERIOR MILLING DIVISION

OF STANDARD MILLING COMPANY  
Main Office: 1025 Metropolitan Life Bldg.,  
MINNEAPOLIS, MINN.

#### BRANCH OFFICES

DULUTH, MINN., 613 Board of Trade  
NEW YORK CITY, 209 Produce Exchange  
PHILADELPHIA, PA., 458 Bourse Bldg.

BOSTON, MASS., 88 Broad Street  
CHICAGO, ILL., 14 E. Jackson Blvd.  
PITTSBURGH, PA., 1609 Investment Bldg.

## White Pants, Clean Windows --and Boils

### Three Illustrations of Profit in the Plentiful Use of Soap and Water

By NELSON W. MARSHMAN  
Industrial Director, Cleanliness Institute

Most business men believe cleanliness and orderliness are primary laws of efficient business operations. But how many put that belief into practice and make it pay dividends? Sometimes cleanliness is considered only in terms of floors or desk tops or files or personnel. And sometimes it surrounds and permeates a business institution and becomes one of its big assets.

The business world as well as the buying public assumes a high standard of cleanliness for all food industries but is frequently indifferent to the standards applied in other industries. The public disregard of this situation is comprehensible; people rarely are interested where they are not directly affected. But the industrialist, regardless of the nature of his product, has so much to gain from a thoroughgoing cleanliness program that neglect from him is hard to understand.

Personal and environmental cleanliness is tied up with employe health, morale and efficiency, and these reflect themselves in labor turnover, absenteeism, production costs and accidents. It is not to be expected that a machinist during his working hours should be in the lily-white condition required of the department store salesman. The nature of his work makes this impossible; but his health protection demands plenty of facilities for washing up before lunch and before he goes home at night.

Plant managers, personnel directors, employe welfare workers and others who have formed effective ways to apply these privileges are as a rule quite willing to share their experiences. With a view to making some of this valuable information more widely available Cleanliness Institute recently offered to pay \$25 for first hand descriptions of the best cleanliness plans in actual and successful operation. This announcement brought me many requests for examples of what the Institute most desires. After considering several such cases in our files I have chosen 3 because they illustrate the advantages of cleanliness concretely and from widely different angles. Case records like these are more convincing than a whole library of theories.

#### Scrubbing Conquered Boils

"Boils were one of our great annoyances," writes Miss Winifred Hardman, R. N. of the Terry Steam Turbine company, Hartford, Conn. "The doctors

blamed cutting oils; but some 'boilers' did not use oils so how could that be the cause? Upon investigating we found that the majority of employes handled blue prints. These were passed from man to man; likewise other material passed through.

"Then perhaps it was direct contact, I decided. I began to talk personally to each 'boiler' about the efficacy of cleanliness. But the boils still continued, though in a lesser degree. Finally to give a picture of what I meant by cleanliness I began to demonstrate.

"I scrubbed and scrubbed with a hand brush arms, hands and fingernails, explaining the great necessity for cleanliness particularly when boils run amuck. I told them that the tiny 'bug' buried itself under the skin around the hair follicles, which caused the trouble; that the 'bug' was of the pus producing variety; it did not float in the air but spread by contact—hand contact. Therefore the hands must be scrubbed often and thoroughly. The only preventive treatment was to eat right and keep clean.

"They became interested and anxious to do anything I thought was right. Once shown the way they were most cooperative. They have learned to report anything that looks like a pimple. We scrub this up and put on a wet dressing and the boil fails to materialize.

"Since January 1926 we have not had an epidemic of boils. Cleanliness properly demonstrated turned the trick."

#### Cleaner Room Made Better Work

Cleanliness of environment in another plant, that of the Celluloid corporation, Newark, N. J., not only resulted in better working conditions but in a cash saving to the company. The story is told by E. L. Root, safety engineer of the corporation:

"In May 1930 the Celluloid corpora-

#### NEED FOR ASSOCIATION

Trade organization in some form is the need of the immediate present as well as the future in the development of the commercial policy of the United States.—*Frederick M. Feiker, Director, U. S. Bureau of Foreign and Domestic Commerce.*

tion decided to make a cleanliness drive throughout the entire plant. This included the scrap house in which scrap celluloid is sorted. The scrap house was one of those dreary and disheartening looking places, better fitted for a store room than an inspection room for honest, loyal workers. The walls were black with dirt accumulated over several years. The windows did not look like windows at all but just pieces of somewhat translucent glass exposed to the light as if to display the varied arrangements of the dirt particles.

"This unclean condition had already left its mark on the workers both men and women, particularly the latter. Their tired expressions, their frowns, were tale bearers and at last the tale was heard.

"The walls were washed, and much to our surprise we uncovered a nice white surface. The windows were washed, the floor was scrubbed, the electric globes were cleaned and the benches were rearranged—all in short order with just a little expense and effort. But what a difference it all made!

"Now we have a scrap house of which we are all proud; where the workers smile and produce more work with less effort because they don't have to work under electric lights but with natural light coming in through clean windows. There is no question but that production has benefited and will continue to do so."

#### White Pants Reduced Accidents

Accident prevention was the purpose and result of a cleanliness campaign in the American Rolling Mill company, of Middletown, O. "Accidents had been occurring with startling regularity. Safety talks, inspections and all known methods of prevention had been employed but still accidents persisted," says Hugh Wright, supervisor of personnel publications for the company. "One day one of the foremen had an inspiration. He decided to have the cold roll men wear white pants instead of greasy overalls, the conventional uniform of the steel plant worker. Everybody laughed and joked about those cold roll dudes that first morning the white clad crew worked in new uniforms, but somehow the idea infected everyone in the big finishing department. The next morning other white garbed workers punched the time clock and by the third day every man in the department was clad in spick and span white duck pants and white shirts. There were no more accidents in that department. Not that the white pants themselves prevented accidents but rather the worker garbed in white took every means to clean up his working place and exercised greater precautions in keeping it clean.

"Cleanliness and orderliness not only affect accidents but they also exercise a powerful influence on the quality of product manufactured in the department or plant. It has been our experience that the departments which get the high yields and have the best accident records are the cleanest departments."

## Says Price Cutting Must End or Industry Will Be Wrecked

The government may be forced to step in and take measures to prevent price cutting in competitive industries if the heads of the industries do not cease their present practices, it was declared by Charles F. Abbott, executive director of the American Institute of Steel Construction, Inc., New York city, in an address before the National Paper Trade association meeting at the Stevens hotel, Chicago.

Mr. Abbott said:

"There is only one way to make money in business. That way is to sell the product at a price that includes total cost plus a profit.

"Destructive competition the past year has brought consumers to the point where they regard low price as the principal consideration in their purchases."

Touching upon manufacturers alone, Mr. Abbott said:

"Industry must understand and accept the theory of stabilized production. It must recognize the folly of attempting to operate a plant on a basis of 100% capacity output when statistics indicate a demand of but 50% of plant capacity.

It must recognize the spirit of live and let live, and overcome that degree of selfishness which induces others to enter into a war of price cutting in an attempt to keep operating at like capacity.

"If we keep up this selfish, ignorant, mad rush for business at any old price,

if we fail to advance commodity prices by constructive methods, industry as a whole will be wrecked and so will the government as well as our people.

"If the executive heads of each company within an industry cannot put a stop to cutthroat competition and price cutting, then the government may be forced to do so. Labor unions, in a number of instances have already taken the matter in hand."

The desirability of placing the management of industries in the hands of associations rather than in the hands of one individual was pointed out by the speaker.

## Durum Estimate Lower

The combined production of durum and other spring wheat is indicated on Sept. 1 at 272,756,000 bus., a decrease of 8,149,000 bus. from the Aug. 1 figure. Most of the decline was in durum wheat, which matures later than bread wheat and suffered more severely from the continued dry weather particularly in North Dakota. The indicated durum wheat crop declined from 51,095,000 bus. on Aug. 1 to 44,779,000 bus. on Sept. 1; other spring wheat from 229,804,000 bus. to 227,971,000 bus. The indicated production of durum wheat is only 67% of the 5-year (1924-28) average production, but production of other spring wheat is 7% above average.

STATE	Durum Wheat CONDITION—September 1			PRODUCTION		
	Avg. 1932-28 %	1931 %	1932 %	Avg. 1924-28 1,000 Bu.	1931 1,000 Bu.	1932 1,000 Bu.
Minn. ....	81	73	71	3,015	1,764	1,967
N. Dak. ....	76	37	60	50,261	11,127	28,350
S. Dak. ....	74	35	74	12,874	5,440	13,912
Mont. ....	80	10	68	600	64	550
4 States .....	75.8	37.5	61.3	66,751	18,395	44,779

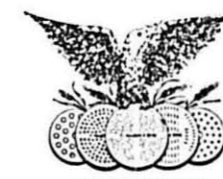
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## It's Time to Stop Crazy Price Cutting

It's time to stop uneconomic price cutting. It's time because this country wants to get back to normal business.

Ruthless price cutting depresses commodity and farm prices, dissipates profits of distributors and producers, and prevents return of business to a sane and normal level.

Leading business men and economists are of one mind—that deflation and liquidation in food products has gone far enough. A continuation of ruthless price cutting will depress commodity prices, in turn restrict still further buying power and finally delay the return to prosperity.

Business authorities agree that the mercantile houses in this country both large and small must establish themselves on a profitable basis. While most of them have reduced expenses and effected economies, still many are not yet operating at a profit. When overhead and operating expenses are once cut to the minimum then a merchant must look to a legitimate margin to establish his business on a profitable basis. After a period of deflation every business house must take its losses and start at the bottom to build up. Not until the majority of business enterprises are on a sound foundation and have again reestablished their profits can we make appreciable progress to business recovery. When expenses are once down they must be kept down, and finally the margin raised to a legitimate level. That is not possible so long as the industry as a whole continues a policy of ruthless and uneconomic price cutting.

The time has come for chains, independents, wholesalers, and manufacturers to stop this uneconomic price cutting—price cutting for purely selfish reasons. It's time for a "live and let live" policy if we want to bring back normal business.

You may disregard the economic phases of this situation entirely if you like. But from the standpoint of good merchandising alone ruthless price cutting has a doubtful value. The American housewife has been "specialed" to the point of boredom. The country has been so flooded with inferior merchandise (much of which can only be called rubbish) under the guise of "economy" and "specials" that the appeals and price cuts are more and more falling on deaf ears. The thing has been carried too far.

Let there be no misunderstanding. This is no plea for holding up the consumer. There is a vast difference between a good value and a cut price. The housewife today demands good value as never before.

Uneconomic price cutting places an unfair burden upon every factor of the trade. It dissipates the profits of the

merchant who indulges. It places an unfair burden upon competitors who also have a right to live and prosper.

And when the majority of business enterprises of this country both large and small have returned to such a policy, we will have gone a long way in bringing back prosperity for ourselves and for the country as a whole.

It's time to stop this uneconomic price cutting.—Carl W. Dipman in *The Progressive Grocer*.

### Olympic Winner Knows His Spaghetti

Spaghetti and the 1932 Olympics are somewhat synonymous in the opinions of many who took part in the races and games. The Italian Olympian team, competing in all the events requiring strength, perseverance and stamina ate



Sr. Carlos Zabala

daily of the favorite food, macaroni and spaghetti, prepared with all the tastiness of Italian cooking art. The success of this team in the Olympics was in no small part attributed to the healthful food partaken daily and its excellent cooking.

Signor Carlos Zabala of Argentina, S. A., winner of the 26 mile marathon insists on his spaghetti regularly. He appreciates its high food value and to it he attributes his great recuperative powers that enabled him to beat all competitors in the grueling race that was one of the high points in the Olympics this year.

He is shown here enjoying his favorite dish and estimates that about 26 miles of spaghetti, the marathon distance, is just about sufficient to appease his spaghetti appetite.

### 33 Per Cent Up and Down

According to figures compiled by the Bureau of Foreign and Domestic Commerce, the exportation of macaroni products during July declined nearly 33% from the July 1931 figures, and the imports increased in about the same ratio. This trend in the international trade has been quite pronounced for many months with little prospect of change under present conditions.

In July 1932 only 239,760 lbs. were exported for a total value of \$16,065. In July 1931 the exports were 389,797 lbs. worth \$28,188.

In July this year the imports had climbed to 156,045 worth \$9,645 from a low of 114,131 lbs. worth \$8,652, the imports in July, 1931.

Below is given a list of the countries to which American made products were exported that month and quantities sent each:

Countries	Pounds	Dollars
United Kingdom	29,092	1,630
Canada	15,473	1,444
British Honduras	1,234	78
Costa Rica	144	8
Guatemala	1,374	73
Honduras	13,802	745
Nicaragua	6,334	293
Panama	42,966	2,244
Mexico	1,504	150
Newfoundland and Labrador	1,435	99
Bermudas	160	13
Barbados	111	11
Jamaica	119	11
Trinidad and Tob.	216	54
Other B. W. Indies	495	46
Cuba	18,252	1,033
Dominican Republic	24,486	1,378
Netherland W. Indies	3,944	319
French W. Indies	140	7
Haiti, Rep. of	2,980	137
Virgin Islands	240	14
Brazil	47	5
British Guiana	50	5
Surinam	50	5
Venezuela	561	80
British India	27	3
China	1,855	195
Japan	4,220	239
Netherland E. Indies	81	10
Hong Kong	117	12
Philippine Islands	5,180	542
Australia	662	72
French Oceania	720	64
B. E. Africa	23	3
Union of S. A.	812	83
Other F. Africa	39	4
Hawaii	56,584	3,758
Porto Rico	37,312	2,180
	272,841	\$17,067

No one has a more vivid imagination than the man who imagines that he knows it all.

## Protest Commission's Report

Manufacturers of branded goods sharply protest as misleading, the recent report of the Federal Trade Commission, which shows that the sales volume of private brands has gained steadily since 1930 and that what was true a few years ago is no longer true now. Exception is taken to the commission's findings in its latest chain store investigation which credits private brand sales in 1930 with a total of \$770,000,000.

Paul S. Willis, president of the Associated Grocery Manufacturers of America makes the following announcement in connection with the private brand-national brand controversy:

Says Mr. Willis

"We have no quarrel with the accuracy of the commission's figures, but we do intend to protest strenuously against publication of such information long after the situation has changed. Private brands gained up until 1930 but developments since that time, including reduced prices on both private and advertised brands, competition among private brand distributors themselves and a change in viewpoint on the part of retailers of

groceries, have reversed the trend completely.

"It has been demonstrated that so long as a private brand product could be sold for 20% less than a competing nationally advertised item, sales increased steadily. When the margin in favor of the private brand was reduced to 10%, sales of the unfamiliar product dropped 75%. On an even price basis the nationally advertised product outsells the private brand by a wide margin.

"Since 1930 prices on advertised goods have been brought down to a competitive basis with private label merchandise in practically every branch of the grocery field. The commission's report to Congress, which will be quoted throughout the country as an authentic picture of conditions, makes no mention of the fact that chain store operators, in both the voluntary and corporate field, have altered their opinions regarding the value of nationally known and advertised products. Three of the largest chains in the country are now negotiating for introduction of a larger proportion of nationally branded goods and are preparing to make drastic cuts in the proportion of privately promoted or sponsored prod-

ucts. Others of less prominence have also approached the Associated Grocery Manufacturers of America with the same aim in view.

### Price Gave Advantage

"In the early days of private brand merchandising the wide price differential gave the private label promoter a vast advantage. However, profits were so good that others got into the field and wholesalers and others found that they were not only competing with national brands but were confronted with sharp price competition from others in the private label field. The result has been that scores were discouraged and withdrew from the promotion of their own brands and are featuring nationally known goods again."

Wholesale grocers who have promoted goods under their own labels disagree with Mr. Willis. They insist that conditions since 1930 served to promote rather than hinder the growth of private label goods and that sales totals at the close of the current year will demonstrate that the private label products have gained from 5 to 10 per cent in volume over the preceding year.

Pretty dry time at the club dinner last night, eh, old man?

Well, the orchestra gave us a lot of Meyerbeer.

"Announcing"

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

THE STAR MACARONI DIES MFG. CO.  
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## Depression's Effect on Plant Accidents

By C. W. BERQUIEST  
President, National Safety Council

Last year we felt that we had reached the bottom of the depression but the ensuing months revealed new depths. In our efforts to prevent physical injuries we are not unmindful of the devastating social effects of economic injury and death. This problem is now occupying the greater part of the public's attention. It is no less destructive than actual physical injury, and in fact it has a serious bearing on the individual's susceptibility to accidents. Undernourishment, lowered morale, worry and uncertainty about the future make the worker an increased accident risk, even when the demand for production is missing.

But there is another side to this question. Accidents are as costly as ever to the individual and to his employer. True, there may be fewer orders in the shop but the customer wants delivery promptly. An accident upsets planned production; it adds to costs. Likewise it adds to the distress of the individual and places an added burden on both industry and the community when resources are already taxed to relieve distress. And we must not forget that for many an accident victim prosperity never can return.

The experience of the last 3 years has taught us that although accidents increase with business activity they do not decrease proportionately with output. In fact many new and disturbing factors complicate the work of accident prevention. Safety departments have in many cases been obliged to carry on

with reduced staffs, and with smaller appropriations for safeguards and maintenance. Even more serious have been the mental obstacles. Men have been worried, perplexed, uncertain about their jobs. Perhaps their health has been impaired by neglect of medical and dental service which their reduced earnings could not afford. Men who return to work after periods of illness are out of step and they are likely to be accident prone. The safety director's problems have been multiplied.

We have found that enforcement alone will not bring safety. We have found, for example, that a shop rule requiring the use of goggles will not be obeyed unless the foremen and workers have been sufficiently impressed with the necessity and justice of this rule. Drastic rules will fail without proper backing. A feeling that accidents are a black eye to the shop and emphatic disapproval of the man who endangers the safety record are more effective than harsh rules halfheartedly enforced. The companies which have made outstanding records in accident reduction are those which have developed this attitude among the rank and file of the workers.

Vast sums have been contributed to research for the control of various diseases such as tuberculosis, heart disease and cancer. Yet accidents, although ranking high among the causes of death, have received comparatively little attention from the great benefac-

tors of mankind. Their elimination demands the correlated efforts of the engineer, the physician and the psychologist but the necessary support has not been forthcoming.

None of us is qualified to predict when prosperity will return. Yet there have been many periods in the world's history when the outlook was even darker than it is today and the world recovered. Humanity has many unfulfilled wants which are awaiting the return of economic sanity and stability for fulfillment. There are a million or more automobiles that should have been junked long ago. Our homes and our factories need repairs and replacements. We need new clothes and we have postponed the purchase of many luxuries. Stocks on the merchant's shelves are low. All of these wants will have to be filled eventually and the nation's workshops will again become busy.

I am confident that organized safety work will be more necessary than ever during the next few years. We must not be caught unprepared when the demand for production is heard again. The men who return to work after long periods of involuntary idleness will be in the same position as new workers, perhaps even more susceptible to accident than the youth fresh from school or the farm. Will equipment be in condition to meet the demands placed upon it without endangering the workers? Will there be adequate supervision and training?

lar. The modern grocer is a distributor of all kinds of food products—necessities as well as luxuries of life.

Olive oil is made from tree ripened olives. The finest is from the fruit gathered just before it begins to soften. The olives are first crushed—then the pulp is pressed. One hundred pounds of fruit yield an average of 13 to 15 lbs. of edible olive oil. The best test of olive oil is its color. That of a golden or straw-yellow tint is best. The French oil is more neutral, softer and more delicate than the Italian—some people prefer the one, some the other.

One of the most popular of all food luxuries is the oyster. You find it in the most expensive restaurants and in the less exclusive lunchrooms. In stores it is sold fresh and canned, and is consumed in every conceivable way. The oyster has not only been known but has been cultivated for more than 2000 years. Among the popular oysters of the Atlantic seaboard and Gulf coasts are the Blue Points, Buzzard Bays, Cape Cods, Rockaways, Cotuits, Lynnhavens and Saddle Rocks. As a

matter of fact they are all of one species—but their flavors differ. And incidentally there are both small and large oysters of all varieties, the difference in size being principally that of age.

Incidentally again—the oyster season opened recently. You may have seen pictures of the oyster fleet—and the first catch which was formally presented to President Hoover by the head of the oystermen's association. By tradition oysters are taboo during May, June, July and August—but as a matter of fact in some parts of the United States oysters have always been eaten as freely in summer as in winter without any ill effects. You know the age old wisecrack—how do you like your oysters? Raw-Raw-Raw!

Politeness is better than logic. You can often persuade when you cannot convince.

You will never "find" time for anything. If you want time, you must make it.

October 15, 1932

THE MACARONI JOURNAL

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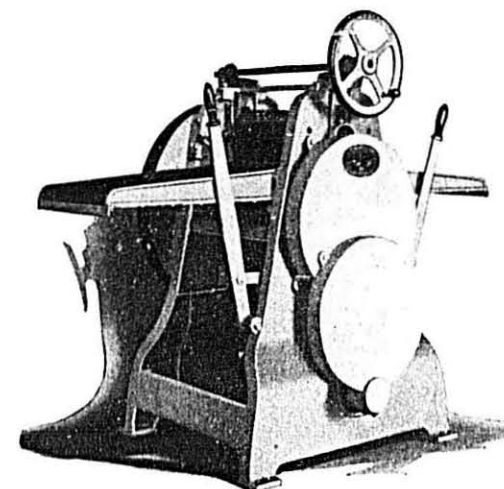
### Consumes Huge Supply of Soft Drinks

More than 11,000,000,000 bottles of nonalcoholic beverages are needed each year to quench the thirst of Americans, and this does not include the many unbottled mixed drinks sold at soda fountains, according to J. W. Sale, beverage expert of the Federal Food and Drug Administration. This is equivalent to about 91 bottles annually for every man, woman and child in the United States. Sale estimates that the value of these drinks was well over half a billion dollars last year.

"The choicest fruit type beverages on sale in the United States are the fruit juices," Sale says. "These include the juice of apples, grapes, grapefruit, oranges, limes, lemons, loganberries, pineapples, cranberries and pomegranates. When a buyer sees such words as 'grapefruit juice,' 'orange juice' or 'grape juice' on the bottle label or cap unaccompanied by any other explanatory statements of composition, he may be sure that the products are pure juices of the fruits named. Some purchasers desire pure fruit juices, and enforcement of the national pure food law insures these persons the article desired if they will read the label. The law also requires that an accurate statement of the quantity contained be printed upon the label.

"Some of the fruit juices are made into fruit ades by the addition of sugar and water. The fruit juice content of such beverages must not be misrepresented. For instance, designs of fruit may not be used unless a characterizing amount of the juice of the named fruit is present. Various combinations of fruit juices, flavoring and coloring materials, water and sugar are also available. Hundreds of varieties of such drinks are commonly on sale."

The traffic in soft drinks is controlled by federal and state pure food and health officers who check the honesty of labels, the possible presence of harmful ingredients, and the sanitary quality of the liquids. The federal food law requires among other things, that labels on beverages shall bear no statements or designs which are false or misleading, and it further specifies that imitations shall be labeled as such.



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Without obligation send details about the CHAMPION REVERSIBLE BRAKE and the easy time payment plan to me.

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Moundridge, Kansas

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# Good Spices and Flavoury Spaghetti Dishes

By IDA H. NEUKOMM  
Director Public Relations, McCormick & Co., Inc.

Macaroni although always considered of Italian origin was probably invented by the Chinese and introduced into Europe by returning travelers. The Japanese, too, claim priority in its use. However, their product is made of rice, instead of wheat as ours is. But aside from the international claims regarding the history of macaroni and spaghetti, the Italians are entitled to the credit for their early appreciation of its virtues, and for its development.

Spaghetti Italiane has won for itself a big place in America, but not nearly so dear a place to others as it has to native Italians. And it is their skill in preparing this dish and numerous other equally appetizing dishes of spaghetti or macaroni that makes these 2 products so popular. For both would be dull indeed without the application of spices, subtly blended, to completely change the otherwise bland food into a delectable dish.

Aside from the variety offered the housewife by the use of macaroni as a substitute for meat or potatoes there are numerous health giving reasons why it should be included in the diet. Advertising campaigns of an educational nature, together with the good work being done by home economists bring these facts forcefully before the housewife constantly, and macaroni and spaghetti are fast becoming popular dishes on the American table.

The art of blending spices plays an important part in the preparation of macaroni and spaghetti dishes and constant experiments for varying flavors should have a large part in the macaroni manufacturer's plant. It is only by supplying to the housewife suggestions for new ways of preparing this product that you will help her maintain her interest. Any dish served the same way time after time will grow tiresome to those consuming it.

### That Pinch of Spice

The Italian and French chefs have always been noted for their ability to make a delicious, appetizing dish from practically nothing. Spices and flavoring was their secret and still is. A pinch of this and a dash of that; the subtle trace of garlic or the minutest addition of oil—these were the things that placed cookery among the arts to the French and the Italians.

And just as it is necessary to have a balanced diet, it is necessary to have a balanced blend of spices to give a pleasing flavor. A blended chili powder is often used to satisfaction in the preparation of special macaroni dishes, a blend that includes the ground Mexican chili, cumin seed, garlic and other spices. Thyme and marjoram as well as garlic

and onions are also deftly blended by the expert.

Celery and onion salt, cayenne and paprika and prepared mustard are all important ingredients and add much to the flavor of many a macaroni or spaghetti dish. Prepared mustard should really be used more than it is as it adds zest and distinctive flavor to foods. Two particularly good macaroni recipes and one for spaghetti using prepared mustard, are given below. These have been tried and tested in our experimental kitchen and given at a number of cooking schools.

### Macaroni Loaf

- 2 cups cooked macaroni
- 2 eggs
- 1 cup soft bread crumbs
- 1 teaspoon salt
- 2 tablespoons chopped green pepper
- 3/4 cup cheese (cut fine)
- 1 1/2 cups tomatoes
- 4 tablespoons butter (melted)
- 1 1/2 teaspoons McCormick's Prepared Mustard
- 1/2 teaspoon Bee Brand Celery Salt
- 1/4 teaspoon Bee Brand Onion Salt
- 1/4 teaspoon Bee Brand Paprika
- dash Bee Brand White Pepper

Mix ingredients and pour into buttered loaf pan. Bake 35 minutes in a moderate oven (350° F.). Unmold carefully and serve.

### Macaroni and Cheese

- 1 cup macaroni (uncooked)
- 1/2 cup grated cheese
- 1 teaspoon salt
- Bee Brand Black Pepper
- 2 tablespoons butter
- 1/4 teaspoon Bee Brand Paprika
- 1 cup milk
- 2 teaspoons McCormick's Prepared Mustard

Break macaroni in short lengths, cover with boiling salted water and cook until soft (25-30 minutes). Drain thoroughly and place layers of the macaroni, grated cheese, salt and pepper in a baking dish. Garnish with paprika. Mix the milk and prepared mustard together and pour over the macaroni. Bake in a moderate oven (350° F.) about 1/2 hour.

### Spaghetti Timbales

- 1/2 cup spaghetti
- 2 eggs
- 1 teaspoon McCormick's Prepared Mustard
- 1/4 cup milk
- 1/2 cup grated cheese
- 1/2 teaspoon salt
- dash Bee Brand White Pepper
- dash Bee Brand Cayenne Pepper

Break the spaghetti into small pieces and cook in boiling salted water until tender. Drain. Beat the eggs, add the spaghetti and the remaining ingredients. Turn into buttered custard cups. Set in a pan of hot water and bake in a moderate oven (350° F.) until firm, about 50 minutes. Turn out of custard cups and

garnish with Bee Brand Paprika. Makes 5.

A good recipe for Italian Spaghetti, developed by one of our home economists from an original recipe obtained through an Italian college chum is given below.

### Italian Spaghetti

- 4 tablespoons fat
- 1 lb. round steak (cut in 1 inch cubes)
- 3 small onions (sliced)
- 3 tablespoons green pepper (chopped)
- 1 can tomato soup (No. 1)
- 2 teaspoons granulated sugar
- 1 teaspoon salt
- 1/4 teaspoon Bee Brand Turmeric
- dash Bee Brand Red Pepper
- Parmesan cheese
- 1/2 pkg. spaghetti

Heat fat, add meat cubes and sear well. Remove meat, add sliced onions and green pepper and cook 5 minutes stirring frequently. Add tomato soup, meat cubes, sugar and seasonings. Cook together over slow fire about one hour, or until the meat is done. Cook spaghetti in boiling salted water until tender. Sprinkle cheese through spaghetti, add meat, sauce and toss lightly with fork. Sprinkle again with cheese. Serve very hot. Garnish with parsley.

### Use Only Quality Spices

But just like the necessity of using a high quality wheat to make the best spaghetti and macaroni, so it is necessary to use the highest quality spices to insure a perfect flavor. Like flour, there are numerous grades of spices and to get those of the finest flavor and strength, care must be taken in the selection. A reliable spice grinder who has spent years in building a reputation can't afford to put out an inferior grade of spice, and can be relied upon for purity and quality. Our spices are the choicest, selected from all corners of the world and imported direct to our plant. They are scientifically cleaned and treated in a special manner according to their character. For instance pepper, allspice and seeds are cleaned on special machines which combine sieves and powerful fans. Herbs and leaves are treated in machines that scalp the stems off and remove the dirt and dust by sifting and blowing. Oily spices like nutmeg and mace must be crushed on roller mills before being ground. After the preliminary cleaning each spice is ground on modern machines that are designed to produce a fine, smooth texture without heating or driving off any of the essential oils, thereby retaining all of their original strength, aroma and flavor.

The most important part of every business is to know what ought to be done.

October 15, 1932

THE MACARONI JOURNAL

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## Notes of the Macaroni Industry

### Macaroni Firm Incorporates

On Sept. 28, articles of incorporation were filed by representatives of the newly organized Federico Macaroni Manufacturing company at 343 George st., New Brunswick, N. J. The firm will engage in manufacture and distribution of macaroni products of all kinds. Capitalization is fixed at \$50,000 represented by authorized capital stock of 500 shares of \$100 par value each. The incorporators are Philip Federico (5 shares), Pierina Federico (3 shares) and Richard D. Gaimo (2 shares). Edward P. Corsini, attorney-at-law, is designated as the principal agent of the company.

### In New Location

The Victoria Fusilli Company, Inc., manufacturer that specializes in making spiral macaroni and spaghetti, has announced removal of the offices and factory to larger and more conveniently situated quarters at 3632 34th st., Long Island City, N. Y. The firm formerly operated a plant at 1083 Willoughby av., Brooklyn.

### Receiver Sought

Declaring that the La Premiata Macaroni company of Connellsville, Pa., is solvent with property and assets in excess of its liabilities, but short of funds necessary to meet present liabilities and

obligations, an equity suit has been filed in the Federal court asking for appointment of a receiver for the company. The equity suit was filed by the Commander Milling company of Minneapolis, a creditor. George H. Smith, president of the defendant company, joined in asking for a receivership.

### Open Napoli Factory

The Napoli Macaroni Factory, recently organized in San Jose, Cal., celebrated opening of the plant with music and dancing on Sept. 22, 1932. Several hundred invitations were sent to friends, to merchants and to jobbers who enjoyed the grand opening.

Proprietors of the factory are A. Saffo, N. Tanda and P. Tanda. The production manager is Alexander Gallerani, experienced macaroni manufacturer from Pennsylvania. Mr. Gallerani was formerly superintendent of the H. J. Heinz company macaroni department in Pittsburgh and later operated a plant at Harrisburg, Pa. The San Jose plant is at 455 Willow st.

### Hot Spaghetti Service

A progressive food purveyor in Youngstown, O., who enjoys a local repute for preparing tasty spaghetti dishes has adopted the novel plan of delivery service to homes and offices at reasonable rates. The new delivery service offers

to serve spaghetti with 2 or more orders to any home or office with knives, forks and spoons included. In addition meatballs, bread and butter are served, making a tasty, appetizing and satisfying meal for only 50 cents.

Many business men are taking advantage of this service and housewives are relieved of worries attending arrival of unexpected company or preparing meals when they are busy with other household or social duties. The spaghetti-meatball combination is prepared by experienced chefs and as a result of the low price offering it has become famous throughout the city and vicinity.

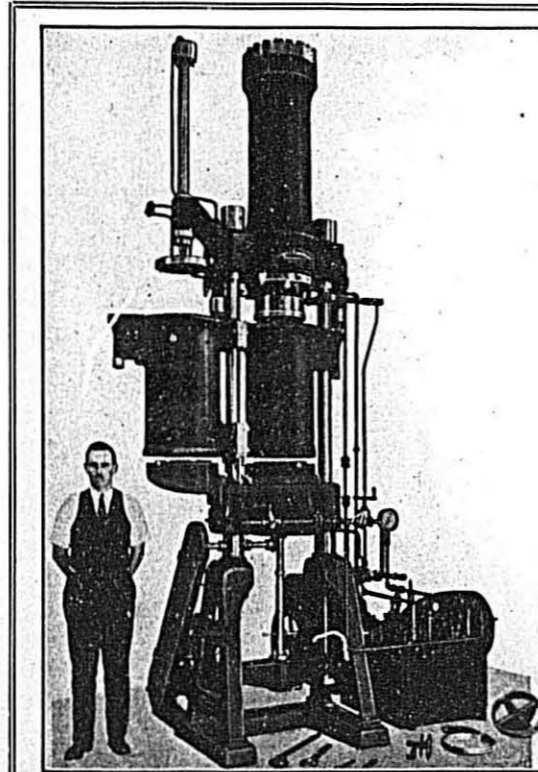
### In Involuntary Bankruptcy

The Rochester Macaroni Corp. of Rochester, N. Y. has been thrown into involuntary bankruptcy by action of its creditors. Among the principal petitioning creditors are the Pillsbury Flour Mills company with a claim of \$867.50 and Harry B. Kelsey with a claim of \$1,311.80. The firm's plant is at 206 Hebbard st.

### A REPEATER

A passenger on a sleeping car looking under his berth one morning found one black shoe and one tan. He called the porter's attention to the error. The porter scratched his head in bewilderment.

"Well, if dat don't beat all," he said, "Dat's the second time dis mawnin' dat's happened."



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# John J. Cavagnaro

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and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

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Kneaders  
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### The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
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M. J. DONNA, Editor

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

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

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

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

Vol. XIV October 15, 1932 No. 6

### Diamonds at Headquarters

The Diamonds of Nebraska paid a surprise visit to the staff of the National Macaroni Manufacturers association at its headquarters early this month. Mr. and Mrs. J. H. Diamond were wheeling along pleasantly on Illinois Route 4 when they noticed the state sign of Braidwood. Immediately it flashed upon them that there was the association's headquarters and a delightful hour was spent with Secretary M. J. Donna talking over macaroni matters in general.

Mrs. Diamond is a bridge enthusiast and had attended a contest in Chicago. Dutiful J. H. went along. The latter expressed himself as well pleased with the macaroni business—the fall business which his company, the Gooch Food Products company of Lincoln, Neb., was enjoying. The only fly in the ointment, according to Mr. Diamond, was the poor price that prevailed. "Our plant has been running

regularly for several months, our employes having been asked to work even on Sunday to help us catch up. In fact, they have had only 2 Sundays off since Labor Day. If the basic price of the several grades would only improve everything would be much rosier," says Mr. Diamond. "Look for me at the Chicago convention in 1933."

### Joins Studio Press, Inc.

George O. Browne, formerly associated with the Millis Advertising company of Indianapolis and actively interested in planning the macaroni co-operative advertising campaign in 1929 and 1930 has been made vice president of the Studio Press, Inc. of his home city with offices in 340-68 Century building. He will have charge of the development of the advertising extension and client sales advancement work in addition to the usual merchandising services offered by Studio Press. Bergen LaGrange is president of the firm with which Mr. Browne is now affiliated and Charles J. Pettinger is secretary-treasurer.

### Results of Paperboard Research

Dr. Edward W. Weidlein, director, Mellon Institute of Industrial Research, Pittsburg, Pa. has announced renewal of the Robert Gair Fellowship for research on moisture-proofing and grease-proofing paperboards for cartons and boxes.

The fellowship was established in 1931 by the Robert Gair company, Inc., of New York, for developing improved moisture-proofing and grease-proofing qualities in paperboards, used for boxes, to keep pace with the advances made in package merchandising.

Several notable improvements have been made available to the industry as a result of the researches of the Gair Fellowship. Dr. Weidlein said in the announcement. Among the most important is development of a new adhesive for joining difficult-to-paste materials, as for example highly waxed paperboard and moisture-proof sheet cellulose. Particularly in the food industries, Dr. Weidlein said, it is frequently desirable

to use a carton made of a wax-coated paperboard. When it was sought to improve the merchandising qualities of such a package by providing an inner liner of sheet cellulose or a transparent cellulose window the problem of a satisfactory adhesive was at once apparent. Dr. Marion D. Coulter, who has conducted the scientific studies under the Gair Fellowship succeeded after a few months in perfecting an adhesive for this purpose that is now in actual use.

The work done under the Gair Fellowship has also resulted in development of another adhesive for sticking one waxed surface to another. Both of these improvements are of great importance because they make available to package users a great many types and styles of packages which could not be used heretofore because of the difficulties involved in their production owing to the lack of a satisfactory adhesive.

The work of the Gair Fellowship for the ensuing year will be devoted to the major problem of developing moisture-proof and grease-proof coatings for paperboards, with Dr. Coulter in charge.

### Gain in Meat Consumption

Because the increased consumption of pork offset the decreased use of beef the average meat consumption for the first 6 months of 1932 was considerably higher than for the same period in 1931. That conclusion is derived from a statement by the American Meat Packers Institute based on figures of production and consumption of federal inspected meats.

Consumption of pork increased 152,000,000 lbs. and that of lamb 13,000,000 lbs. This more than offsets the decline in the consumption of beef and veal. The increased consumption of all federally inspected meats amounted to slightly more than 38,000,000 lbs., according to the institute's analysis.

About 30,000,000 lbs. more lard were produced under government inspection from Jan. 1 to June 30, 1932 than in the first 6 months of 1931.

### WANT ADVERTISEMENTS

WANTED—Good used 13½" Macaroni Press, used Kneader and Mixer in proportionate size. Address Chief, c/o Macaroni Journal, Braidwood, Illinois.

HYDRAULIC MACHINERY  
**ELMES**  
CHICAGO

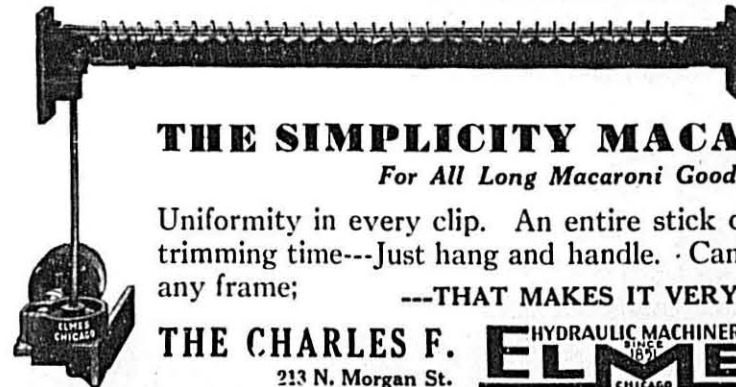
### THE SIMPLICITY MACARONI TRIMMER

For All Long Macaroni Goods and Spaghetti

Uniformity in every clip. An entire stick of goods every clip. No scissor trimming time—Just hang and handle. Can use this trimmer with almost any frame;

---THAT MAKES IT VERY POPULAR---

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



### Foulds Presents Tarzan on the Air

Edgar Rice Burroughs' thrilling adventure story of the jungle, "Tarzan of the Apes" which has gripped and held the interest of an entire generation and been translated into nearly every language, is gone on the air.

Foulds' Macaroni is sponsoring this radio production of "Tarzan" which began Sept. 12. The feature is broadcast from Station WBBM 5 times each week, Monday to Friday inclusive, from 5:15 to 5:30 p. m.

In producing "Tarzan" as a radial serial, no efforts were spared to make a perfect production. Radio programs were listened to nightly over a period of months, and motion picture studios combined to obtain performers that would be the living embodiment of the author's creations. Each member of the cast is an experienced artist selected for the peculiar requirement, which accounts for the brilliance of the performance.

A most important feature of the presentation is the sound accompaniment. In this respect also realism has been achieved. When a lion roars the listening audience hears a lion roar, not a mechanical sound effect. The firing of a rifle is produced by the firing of a rifle, not a toy pistol. Rushing water, the bugaboo of any studio sound man was not done with shot on a wire screen, but by rushing water. Such is the realism of "Tarzan" of the air.

An outstanding feature is Tarzan's

varied calls. Calls denoting victory, calls of demand and calls that put the fear of death into the jungle beasts, proved difficult to record. No fewer than 150 different calls were tried, discussed, carefully listened to, and then 4 selected different from anything ever used; they are expressive of their meaning, and belong to no one but Tarzan.

The arrangements for putting this famous feature on the air were completed by the Gotham Advertising company.

### Ronzoni Using Radio

The radio as an advertising medium is becoming more and more popular among macaroni manufacturers seeking to reach consumers direct with interesting messages. The Ronzoni Macaroni Company, Inc., of Long Island City, N. Y., is one of the latest to take up this form of publicity for its macaroni products.

The program consists of a daily broadcast over Station WOV, New York city, featuring "The Friendly Adviser" with talks relating to home life and the care of the home. "The Friendly Adviser" is on the air at 1:30 p. m. daily except Sunday. Listeners are invited to submit their home problems for solution.

On Sundays the macaroni firm sponsors a special feature, "A Trip Through Italy." An elderly couple who lived many years in the United States finally arrange for a tour of their old homeland. Over the radio they give their impressions of the important cities of Italy

which they are visiting and describe the wonders of the beautiful country, the habits of the people, the enchanting scenery, folklore tales and everything which might attract and interest visitors.

From the responses received, the macaroni firm is well satisfied that its broadcast is heard regularly by a goodly number of listeners-in who have been encouraged to utilize macaroni products more frequently in the meal planning and serving.

### Elects Officers

The following officers were elected at the 1932 convention of the National Food Distributors association, which was held in August at Hotel Sherman, Chicago: President, E. W. Rosenheim, Chicago; vice presidents, George Schaefer of Cincinnati, Lew Eger of Sandusky, Ohio, and H. H. Blauvelt of Brooklyn. Directors, L. J. Schumaker, Philadelphia; Adam Muller, Lindenhurst, N. Y.; Henry Zwicky, Milwaukee; Ben Gordon, Grand Rapids, Mich.; Howard Dilgard, Fort Wayne, Ind.; M. A. Friedman, Kansas City.

C. H. Behle of Philadelphia, A. V. Saccacca of Battle Creek, Mich., and S. C. Carlstrom of St. Louis, are still on the board.

The 1933 convention will be held Aug. 21, 22 and 23 in the Hotel Sherman, Chicago.

Business men must cooperate. Why?

## THE CAPITAL TRIO



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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS

**CAPITAL FLOUR MILLS**

Offices  
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MINNEAPOLIS, MINN.

INCORPORATED

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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## The Secretary's Message



### Preaching and Practicing

What has been the general reaction in the trade and among distributors toward the short and timely educational campaign sponsored last spring and summer by the members of the National Macaroni Manufacturers Association? All are interested in knowing the answer.

Leaders of the trade in practically every section of the country are apparently satisfied that the said campaign has done something toward stiffening prevailing prices, improving quality and eliminating uneconomic practices. But even in their minds there is a question as to whether or not the benefits have been commensurate with the merits of the movement.

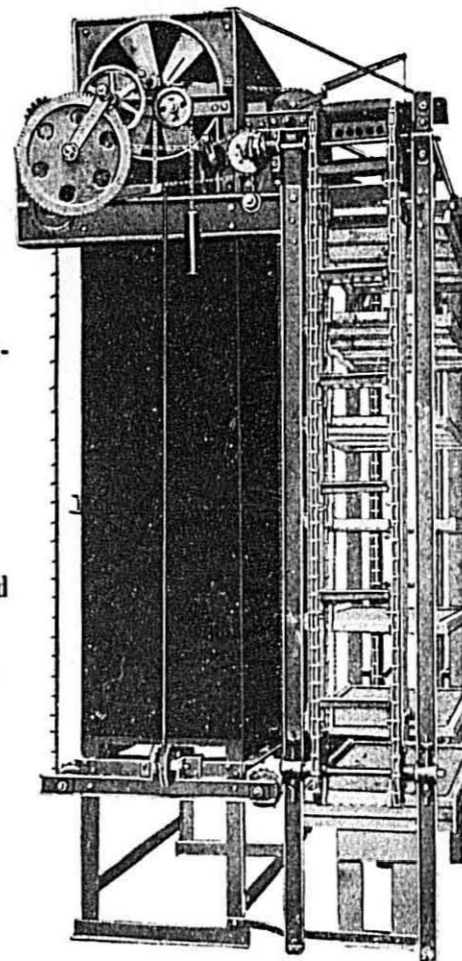
On the other hand the jobbers and wholesalers who have very generally and most generously approved the campaign fear that the macaroni industry as a whole has not taken the matter as seriously as it deserves. They admit that the campaign convinced them that it is folly to sell *low grades in undersized packages* but they are wondering if the manufacturer has learned his lesson before starting to teach.

"We do not manufacture macaroni products," says a leading distributor in putting the matter up squarely to the manufacturer, "and therefore would have no inferior grades to sell unless you supplied them to us; nor do we have the final say as to the size and shape of the package in which they are supplied, though we do have a very good idea of our needs, and generally demand that they be met. We have been accused of using *'strong buying methods'* but is not the situation more rightfully chargeable to *'weak salesmanship'* on the part of the manufacturer?"

The point which this particular jobber is trying to make is that preaching and teaching is one thing but practicing what one preaches and knows is something different. Can we expect distributors to take our advice when we are accused by them of doing so little to correct the conditions about which we complain?

Let us stop manufacturing low grade macaroni or of packaging quality products in midget packages, neither of which will help increase consumption, and then we will be sure to get the fullest possible cooperation of the distributors. All they ask is a product of a fair grade, the higher the better, reasonable service and selling helps that will make the movement of macaroni products in bulk or packages through the channels of distribution, smooth, regular and profitable. That is something which should not be denied them.

# INTRODUCING THE CLERMONT AUTOMATIC PRELIMINARY NOODLE DRYER



30% Moisture Uniformly Removed

Improves the Finished Product

Shortens the Drying Process

Labor Saving Device

Write for full particulars to

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WATCH US GROW

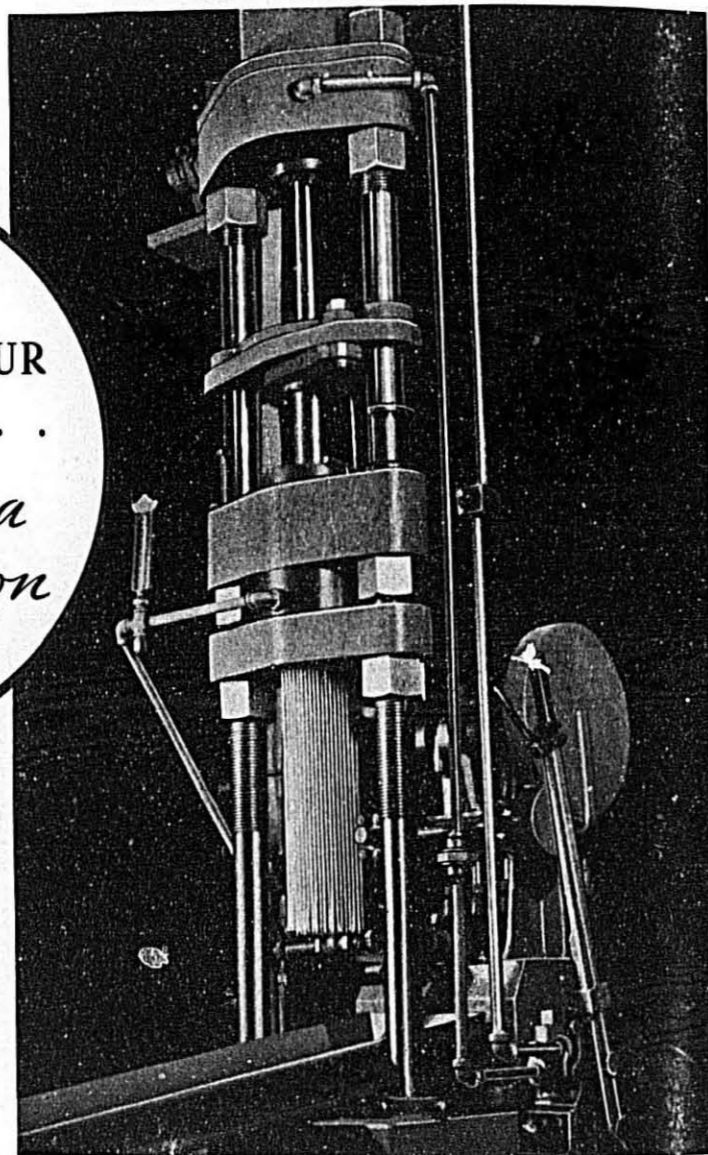
WATCH THE INDUSTRY GROW

WE MAKE  
MACARONI IN OUR  
OWN PLANT . . . .

*. . . . . to put a  
final check on  
ourselves!*

We want to give you the finest durum products which it is possible to produce. We go out into the wheat fields even before the grain is ripe, and spot the territories which promise to yield the best durum. When the wheat begins to come in, we run test millings on every car we buy, to make sure it is of highest quality. We then mill this tested durum under the most carefully controlled conditions. Every hour a color test is made. Tests for protein are made constantly during the milling. And as a final grand check-up, we make macaroni, in our own plant, operating under the same conditions as are found in commercial plants.

When you buy Pillsbury's Best Semolina No. 1, or Durum Fancy Patent, you can be sure that it has been subjected



to every test which man has been able to devise. You may be sure that it will help you produce the finest piece of goods possible, at the lowest possible cost.

Above is a photograph of the hydraulic press in Pillsbury's macaroni plant, in their laboratories in Minneapolis. In ad-

dition there are a mixer, a kneader, a die cleaner, humidifier, and drying cabinets. All this equipment is of regular commercial type, and is used entirely for purposes of testing Pillsbury's durum products, to make sure that they are milled to work perfectly under the most trying commercial conditions.

PILLSBURY'S *Semolina*