

**THE  
MACARONI  
JOURNAL**

**Volume XIV  
Number 11**

**March 15, 1933**

*The*  
**Macaroni Journal**



Minneapolis, Minn.

March 15, 1933

Vol. XIV No. 11

### LET'S GO AHEAD

United action is more vitally important now to the macaroni industry than ever before in its history.

Business is undergoing a change. We must keep step or suffer the consequences.

Let's strive unitedly in obtaining our share of the promised "New Deal."

Let's go ahead together under the guidance of the National Macaroni Manufacturers Association.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

THE GOLDEN TOUCH

# King Midas Semolina

... leads in quality. Through our country elevators in the best durum wheat territory we select the finest types of amber durum wheat. This fact plus strict laboratory control and a determination to manufacture only the highest quality, assure a rich color, an even granulation and a wonderful flavor.



**King Midas  
Mill Co.**

MINNEAPOLIS, MINNESOTA

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"GIVE A DOG  
A BAD  
NAME--"



**T**HE tide has turned away from ridiculously low prices and cheap inferior goods.

Indeed, it is doubtful if a real tide in that direction ever existed. It was, in the opinion of many, a false interpretation made by short-sighted manufacturers and distributors.

Regardless of that, everyone knows that people today want *Quality Merchandise* at a *Fair Price*.

The members of this Association are pledged to manufacture quality macaroni, sell it at a fair price, and encourage its profitable sale by distributors.

Distributors are urged to buy only quality macaroni. Otherwise the macaroni industry will be injured; decreased sale of macaroni products will result at distributors' stores—and so everyone will lose.

Remember, quality products can be sold at a profit. Cheap products are usually so price-cut that there is little, if any, margin for anyone.

**National Macaroni Manufacturers Association**  
Braidwood Illinois

(Reprint of Association's Advertising in "Groceries," February, 1933)



QUALITY  
IS  
SUPREME  
IN

★ ★ **TWOSTAR** ★ ★  
**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume XIV

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## United Action Commendable

In the past the macaroni and noodle manufacturers have rarely concerned themselves in matters of legislation, State or Federal. They have maintained no staff of lobbyists to mold legislative opinions, but when it was proposed to tax the industry into oblivion an aroused industry went effectively into action.

Macaroni and noodle manufacturers from every center of production joined last month in protesting against the passage of the Domestic Allotment Plan, a so-called farm relief measure. To note this united industry in its splendid defensive fight was a treat, an altogether too rare occurrence in our trade.

The National Macaroni Manufacturers Association has sought by every known means to bring the industry to a full realization of its almost certain destruction if the proposed special 100% tax is imposed on processors of wheat by Federal legislation. In its fight the Association has had the united support of all its members, the splendid cooperation of practically all of the leading nonmembers of the country and the welcomed assistance of the allied trades directly concerned in the industry's future. For the support of its members, the cooperation of the other macaroni firms and the aid of the allied trades and all other agencies the National Association is rightfully grateful.

From the Association's headquarters went out last month a report announcing the splendid reaction of the trade toward the proposed legislation. Nearly all joined in protesting to the Senators against the proposed plan to give relief to one group at the expense of several other equally important groups. It was a united, almost spontaneous assault against the discriminatory measure.

"88% of the members of the National Association reported correspondence with Senators from 41 states," says the announcement. "While some of the replies were mere form letters, others were personal and to the point. In addition 52 non-member firms joined in proving to the world and especially to Congress the industry's united opposition to the special tax on wheat products—The Staff of Life. The Association has every reason to believe that other members and other non-member firms also protested to their representatives in the

United States Senate, but overlooked notifying the association headquarters of their action and its reaction."

"We must maintain our VIGILANCE to save our industry," continues the report. "To our Association Members—CONGRATULATIONS! To our Friends—THANKS!"

Yes, the fight must go on. We have gained our first objective. Action on the Domestic Allotment Plan in the Senate was delayed and the measure died in committee when it adjourned on March 4. But what will the new Congress do about it? Nobody knows. However there prevails a general opinion that many of the Congressmen are committed to a greater or less extent to some form of farm relief legislation and that unless something unforeseen occurs there will be a renewal of agitation for the Domestic Allotment Plan or some similar legislation either in the special session about which there is some talk or during the regular session next fall.

"Never before in the history of the macaroni industry in this country has there been suggested or contemplated a move so fatal to this business as the Domestic Allotment Plan," writes one of the leading allies whose cooperation has been most helpful. "No doubt most of the macaroni manufacturers have been vigorously at work bringing pressure to bear on Senators in Washington to help defeat this most unfair, unsound and uneconomic measure. Much ground has been gained for there is crystallizing each day more and stronger opposition to the measure; but bear in mind that the battle is far from won. There still remains in Congress sufficient strength and influence to pass this bill and unless we can build up and increase this opposition, it will be passed and we will be confronted with the consequences. Therefore do not relax your vigilance for a minute. Keep organizing more votes in opposition through your friends, employes and business associates by getting them to add their voices of protest to Senators and Representatives."

That is sound and timely advice. Don't wait until it is too late. Act now. Do so through your trade association or individually, but do everything within your power to avert the threatened destruction of an American industry by discriminatory legislation.

## Macaroni Educational Section

By BENJAMIN R. JACOBS, Washington Representative

In the December issue of this Journal there appeared an article regarding proposed changes in the present standards for macaroni products. These were recommended for the purpose of simplifying the standards and making them more workable and easier of enforcement. The changes contemplate elimination of the term "Alimentary Paste" and substitution for it of the term "Macaroni Products." It was also proposed to eliminate "Plain Alimentary Paste" and it was believed that these will be sufficiently taken care of under the general term "Macaroni Products."

At the January meeting in Chicago it was proposed to go a little bit further and eliminate the product "Water Noodles." To obtain the sentiment of those present on this subject President A. Gioia suggested a discussion and a vote by those present. The proposed change was carried by a vote of 4 to 1 and this approval formed the basis of a questionnaire that was sent out by the secretary of the association on Feb. 27, asking manufacturers to express their opinion concerning elimination of "Plain or Water Noodles." Approximately 65 replies have been received from macaroni manufacturers, both members and non-members of the Association. The large majority of these favor the change but there are a number who oppose it because they believe that the term "Plain Noodles" is well established in the mind of the consumer as being a product that contains less than 5.5% of egg solids. They believe that there is a place in the trade for this kind of product. They admit, however, that there has been considerable abuse of this term by manufacturers who insist on stating that the product contains eggs and by making this statement in type which in many cases is larger or bolder than the type used in designating the product.

If you look at the article referred to in the December issue of this Journal you will find a copy of the present standards. If you do not have the article you can get a copy of the present standards from the Secretary, M. J. Donna, Braidwood, Ill. You will find that in the present standards there is no mention of "Plain Noodles" and that there is specific mention made of the manner of labeling products made in the form of noodles and containing less than 5.5% of egg solids. This definition will be found in paragraph 5 and reads as follows: "Water Noodles are a form of plain alimentary paste which in the course of its preparation has been rolled or pressed into sheets or ribbons with or without subsequent cutting or shaping."

I remember very distinctly soon after the standards were promulgated that the New York authorities insisted on having so-called noodles that did not contain the

required amount of egg solids labeled as "Water Noodles" and not as "Plain Noodles" as they were sure at that time that the word "Plain" did not give the consumer the required information regarding the composition of the product. It was only after considerable correspondence and several personal conferences that they consented to the use of the term "Plain Noodles" in this class of product.

From the above it will be seen that the use of the term "Plain Noodles" is and has been unauthorized under the standards and if I remember correctly it was permitted only with the understanding that no reference whatever should be made to the egg content of the product. It was believed at that time the word "Plain" might signify to the consumer that the product contained no egg or at least that it did not contain the required amount under the standards. It has developed, however, according to a great many manufacturers that the word "Plain" is not necessarily associated by the consumer in any way with the egg content of the product but rather it is associated with its shape, its fold or the wrapper or package containing it. Whether or not these are facts is very important because it determines whether or not the consumer is deceived or misled by this kind of labeling. If it can be shown beyond a reasonable doubt that the word "Plain" in this kind of product is not associated by the consumer with the egg content of the product then there can be no doubt that a product labeled as such and being deficient in its egg content is misbranded and adulterated and therefore in violation of the Federal Food Law.

The Standards Committee is issuing a notice of a hearing on this subject on or about April 7, 1933 and it behooves us to settle this question beforehand in order that the industry may be represented there in a united way for or against these proposed changes. To this end I believe that all those manufacturers interested should meet at some central point for a day to discuss this matter thoroughly so that we can present to the Standards Committee all of the arguments for or against these proposed changes and proceed in an orderly fashion with the matter.

Another matter that could very profitably be discussed at this meeting is the proper labeling of semolina macaroni products. Many manufacturers are using inferior grade of flours and mixtures of flour and semolina and labeling their products as being made from high grade semolinas. The Department of Agriculture is going to proceed against this class of misbranding and it is in the interest of the industry that this practice should be stopped before prosecutions are insti-

tuted. This can be done by an agreement among manufacturers to not use the term semolina in any of their macaroni products that contain flour regardless of whether this flour is added by the manufacturer in the mix or whether it is added by the miller and sold to the manufacturer as a "Special Semolina." Another subject which might very profitably be discussed at this special meeting is proper compliance with the net weight requirements of the Pure Food Law. Many cellophane packages have the declaration of net weight in such small and inconspicuous type that it is absolutely impossible for the consumer to see it without making a great effort to hunt for it. With the introduction of the cellophane pound package many manufacturers are declaring the net weight as "16 ozs." The law requires that packages of food should be plainly and distinctly marked with the quantity of the contents in terms of weight . . . on the outside of the container, or on the covering of the package usually delivered to the consumer. The statement of the contents should not be a part of or obscured by any legend or design and should be so placed and in such characters as to be readily seen when the size of the package and the circumstances under which it is ordinarily examined by the purchaser are taken into consideration. The law also requires that when the quantity of the contents is stated by weight it shall be marked in terms of the largest unit contained in the package and therefore packages containing one pound should be marked "1 pound" and not "16 ozs."

### Ten Years of Carnage

It is rather interesting to take a peek at the 10-year motor vehicle death record in this country. In the past decade the highway fatalities have a little more than doubled. From 15,326 in 1922, they mounted to 33,000 in 1931. Here's the record:

1922	15,326
1923	18,394
1924	19,380
1925	21,877
1926	23,430
1927	25,796
1928	27,996
1929	31,215
1930	32,750
1931	33,000

Also it is interesting to note that the 1931 record is just about 5 times what it was back in 1907. That year there were just 666 motor vehicle deaths.

### LATEST DEVICE

A little girl returning from a visit to the barber's, and referring to his use of the electric clippers on her, remarked to her mother, "I know my neck was dirty, 'cause he used the vacuum cleaner on it." —Cash Year.

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## Spaghetti Universally Popular

**A Highly Nutritious, Economical Food That Is Gaining Favor in America Because of Excellent Qualities and Many Possible Combinations . . . .**

By MARY MARTENSEN  
Food Editor, Chicago Evening American

Spaghetti—a continental favorite is rapidly becoming equally popular in America. Because this delicious dish is almost as well liked here as in Europe, let us take a trip abroad in our own home and have spaghetti for dinner tonight. For the beauty of this most cosmopolitan of dishes is that you may enjoy it at home just as you might have it served to you in the most famous inns of the land of its origin—Italy. As one writer says, "In a dish of spaghetti lies all Italy," and to enjoy this delicious dish in all its traditional glory you should serve it with tomato sauce and, of course, cheese.

There are spaghetti and spaghetti but the best grades are a beautiful amber, made from the hard, northern grown durum wheats. The finest Italian spaghetti were made of such wheat originally imported from Russia. These hard wheats have a higher gluten content which gives them their peculiarly delicious, nutty flavor. It is the gluten which gives them that desirable elasticity and form retaining quality. In fact a famous test of a first quality spaghetti was to snap a long stick of it (uncooked, of course) to make it bend and spring back like a whip, without breaking.

The northern tier of wheat growing states in this country now produce spaghetti wheat of the highest quality, from which the finest grades of semolina for spaghetti are milled. A grain of this wheat when held to the light is translucent and clear as a piece of amber.

### Balanced Food

It is the high gluten content which makes spaghetti an ideal food. For the ration of protein to carbohydrate is much more near the ideal in spaghetti, macaroni, etc. than in ordinary bread flour. When combined with tomato sauce and additional protein and minerals contributed by cheese, you have a complete food as nourishing and hearty as it is delicious. For this reason spaghetti is so often served as a complete meal in itself.

One of the pleasant things about spaghetti, too, so far as the housewife is concerned is its ease of preparation. According to government figures canned cooked spaghetti has had the greatest increase in popularity of any canned foods on the market. This is a high testimonial for spaghetti, both as a conven-

ient and economical food and one that is delicious.

### Cooking Spaghetti

The successful dish of spaghetti depends largely upon the initial cooking. Do not cook it too long. The time required 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. Always have the water boiling before adding the spaghetti and then have the flame just high enough to keep the water boiling. A teaspoon of salt is added to the boiling water for the sake of palatability. Drain off the water immediately after cooking. Some cooks like to run cold water over the spaghetti to wash away the surplus starch and make the sections stand apart.

Today I am going to give you 2 recipes for this delicious food, which I consider worth clipping and keeping to use frequently. If one has only a limited number of ways of serving spaghetti the family may lose interest. These suggestions are bound to revive old enthusiasms for this ever popular dish.

### Spaghetti Combination

½ lb. spaghetti	1 No. 3 can tomatoes or
4 slices bacon	1 No. 2 can tomato puree
1 cup chicken livers	1 oz. grated parmesan cheese
2 medium sized onions, chopped	salt and pepper to taste
2 cloves of garlic (optional)	1 tsp. paprika
Bacon drippings	1 tsp. sweet red pepper, chopped.
1 can mushrooms	

Saute bacon until crisp, remove from skillet and break into bits. In bacon drippings, saute chicken livers cut in convenient pieces, chopped onions, garlic and chopped sweet red pepper. Add mushrooms and tomatoes and simmer for 30 minutes over slow fire. Cook spaghetti in boiling, salted water until tender; drain well. Put 3 tbsp. melted butter in heavy sauce pan, add drained spaghetti, sprinkle with parmesan cheese; heat slowly until cheese is melted. Turn into casserole; pour over tomato sauce to which broken bits of bacon has been added. Sprinkle top with the grated parmesan cheese and place in moderate oven until dish is thoroughly heated (5 to 10 minutes). Serves 5 to 6.

### Spaghetti Casserole

½ lb. spaghetti (long or elbow)	½ tsp. pepper
½ lb. hamburger	1 tbsp. worcester-shire sauce
1 small onion, minced	1 tbsp. butter or bacon drippings
1 small green pepper, minced	Dash chili powder
1 tsp. salt	1 can tomato sauce
2 tbsp. pimiento, cut	

Cook spaghetti until tender in boiling salted water; drain. Put the fat in frying pan. Add hamburger and minced onion, stirring until both are a golden brown. Add remaining ingredients in the order given. Simmer slowly for 5 minutes. Add the cooked spaghetti and put in glass baking dish. Bake in hot oven (450° Fahrenheit) for 30 minutes. Serves 5 to 6.

### Continuative Advertising

Once advertising is started, if properly done it will continue to pull almost indefinitely. Too often business men lose sight of the continuativeness of advertising but in the light of recent experience the macaroni manufacturing industry has reason to recognize this element in good advertising.

Late in 1930 and early in 1931 the National Macaroni Manufacturers association sponsored a cooperative advertising campaign, using as its first media the women's national magazines. In the copy there appeared a coupon offering a book of tested recipes to all those who sent the coupon to the Association headquarters. Many considered the campaign as a "splurge"—an explosive puff—some smoke but little good results. How disappointed they were, even the most skeptical had to admit, when replies to the advertisements came pouring in by the thousands weekly.

The continuativeness of advertising is further manifested by the fact that even as late as February 1933, 2 years after the actual campaign was in progress, more than 550 requests for the Association's Recipe Booklet were received at headquarters, many from foreign countries. Few of the requests received have been of the "curiosity" nature. Here is an example of what one group thought of the service:

Immaculate Conception School  
Mayaguez, Porto Rico.  
Jan. 4, 1933.

National Macaroni Mfrs. Association,  
Braidwood, Illinois.

Gentlemen:  
Please accept my sincere thanks and those of all the Sisters here for the Macaroni, Spaghetti, Egg Noodle Thrift Recipe Books you so kindly sent to our two Home Economic Classes—the Eighth Grade and the High School. They are most interesting, and teach us many pretty and appetizing dishes. I feel sure that all will try them and thus help improve the macaroni business.

Thanking you again and wish you all a Happy New Year with every day filled with Health, Happiness and Prosperity, I remain  
Yours gratefully,

Sister Elizabeth,  
Teacher of Home Economics.

Good advertising, therefore, is an accumulator of good will. Do a good job of advertising and it will have an almost everlasting effect for good to your business and your brand.

# Importance of the Package ... in the ... Merchandising Scheme

By IRMA E. MAROHN  
Package Stylist, Robert Gair Company, Inc.

Address Delivered to Advertising Club's Class in Advertising and Selling, New York City

After a product has been perfected, no matter how excellent it is dependent in the last analysis upon the intervening medium, the package, to bespeak its qualities and advantages. The package must succeed in its mission as a persuasive though inaudible salesman in arresting attention and holding interest thereafter until its message reaches its mark and prompts the potential consumer to purchase. It certainly may not obscure or confuse the appeal of the contents; it must heighten that appeal. The package should be a powerful selling personality and in fact should go beyond that since "a powerful selling personality" can contact only comparatively few prospects or customers at best, but a well planned package can be made a powerful selling personality that contacts thousands.

Changes in the requirements of carton treatment have been enforced not only by the change from old fashioned methods of retailing but by the increased use of open display, a tremendous help to self service in a retail situation in which the ratio of sales persons to customers has been reduced tremendously. The top and sides of the carton have become increasingly important with these developments and have added significance to the carton's third dimension because of its display on counter or floor stands. Under these conditions the continuity of design around the package, rather than the treatment of individual panels as separate units is essential. Family tie-up between individual cartons, displays and shipping cases is of vastly greater importance in this new scheme since the several units are frequently shown together. The closer range of vision fostered by new display methods enables the designer to use refinements in design as well as less vociferous colors than heretofore. The height of the line of vision for open counter display generally is slightly lower than when cartons were designed wholly for shelf display.

It will be seen that these self same conditions which have resulted in more advantageous placement of the carton and display container from the point of view of visibility, also impose restrictions in construction and design. The retailer is unwilling to allow more than a minimum of his valuable counter frontage to a given product; the use of narrower displays is made necessary al-

though length and height are not subject to the same limitations.

As in all forms of advertising, depressed conditions have brought into use cartons which in their striving for attention violate all known optical laws—garish colors, packages crammed to the margin with text and pictorial nonessentials, lettering of a size adequate to advertise a locomotive, colors that seek to out-shout their competitors. But more recently there has been noticeable a return to the standards of good taste, good art work, beauty, suitability of lettering to the product and the merchandising scheme, avoidance of dull, stereotyped copy, all of which appeals to the good taste and intelligence of the buyer. We are returning to an appreciation of simplicity and freshness.

#### What Constitutes a Successful Package

We may follow pretty generally the same standards and rules for folding boxes, display and corrugated and fibre shipping case, to produce a successful package.

1. *Construction:* Stability, distinction of shape, suitability of materials to the product and the packaging machinery, opportunities for advantageous layout and economical shipment are major considerations along with an attitude of humbleness toward consumer convenience as a definite essential in package construction. Considerations of moisture exclusion or retention in the package, also of visibility of contents should determine the use of such processes as waxing, asphalt interlining and the inclusion of transparent cellulose materials.

2. *Color:* Freshness is a dominant requisite as is suitability to the contents. A survey of the competitive field is essential and an effort should be made to break away from typical treatment so that distinction and uniqueness may be achieved.

The importance of color may be gathered from the results of a test recently conducted by Procter and Gamble before determining on a new wrapper for Camay soap. I am told that 19,760 women interviewed disclosed that they react to color but apparently disregard design. Whether for masculine or feminine appeal, a pleasant balance of color and harmonious proportioning is essential. The beauty achieved has a definite economic value.

3. *Design:* Lettering, suitability, distinctiveness and simplicity must be considered. Cheap faddishness and superimposing copy over pictorial or varicolored background is to be avoided. The tying up of a series of cartons in a family group has immense value in its repetition of a single theme and its promotion of easy trademark identification.

4. *Displays:* There is increased appreciation of the fact that the most successful displays serve as a subordinate background for the goods. They succeed most emphatically when they guide attention toward the goods rather than attract it to themselves. Therefore the use of neutral colors is advantageous, except in cases where the display container is intended to repeat in larger size, as in floor displays, the design of the individual carton.

The designer himself must in these days be pretty much of an engineer as well as an artist. The time has passed when all that was required was the drawing of a pretty picture. He must be placed in a position to do his thinking before he does his design and he cannot do this logically or effectively without having all of the available facts concerning the product and the production and merchandising plans involved.

It is necessary to consider the market and the class of customer to whom the product and the package are to appeal. Is it desired to reach a sophisticated clientele or is it planned to reach the immigrant who can scarcely read English? Is the prospective buyer masculine or feminine? All of these questions are tremendously important and we must gauge the appeal of the package accordingly. It is necessary likewise to consider the kind of competition the package must meet and with this in view there should be time allowed in the planning of the package to study the designs under consideration in relation to rival packages.

There is evident an increasing willingness on the part of manufacturers to undertake clean cut revisions of old established packages and a growing belief that a well considered change which results in a definitely improved package, even though the revision be drastic, involves no risk. On the contrary, it may be utilized to give a fresh impetus to sales by renewing the enthusiasm of salesmen and retailers.

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# 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"*

## A Ring of Plenty

**Timely Lenten Dish That Will Help Cure Current Budget Troubles . . .**

Millions of families choose to serve meatless dishes during the Lenten season that began March 1 and ends April 10. Others find it convenient to do so at any time to conserve reduced table allowances. In a radio message broadcast through 50 of the leading radio stations of the country on March 8, Miss Betty Crocker, popular food authority told her 3,000,000 listeners of her guaranteed cure for the "budget weakness" from which so many housewives are suffering.

The Semolina Service department of General Mills, Inc., sponsor of the Betty Crocker broadcasts, invited macaroni manufacturers everywhere to join with the powerful publicity program that was aimed at making the American woman more macaroni-conscious, particularly during the current Lenten season. Her recommended remedy is called "A Ring of Plenty." Her message in part was as follows:

Earlier in the winter I gave you several prescriptions that were supposed to be good tonics for any household suffering from budget trouble. And I'm still getting requests for these tonics. So all I am recommending is a very economical dish—one that is just what the name implies—A RING OF PLENTY!

"It seems like the most elegant and luxurious dish! It's a beautiful dish and gives the comfort of plenty rather than seeming skimpiness or scarcity. In fact this RING OF PLENTY is so unusual and different that it will seem like a truly special rather than just a family one-dish meal.

It contains that marvelous food that offers such splendid food value at such low cost—one that should be used often in these lean times. I think sometimes housewives don't use it as often as they should for the sake of economy just because they don't understand how to cook it and how to combine it with other ingredients to make novel, attractive and interesting dishes such as this one. Can you guess what this nutritious, economical food is? Yes, that's right—Macaroni!"

Macaroni contains greater food value for its cost per pound than any other food. It's wonderful for one-dish meals, combinations because it contains the body-building elements as well as the liver and energy-producing elements that we all need, the same kind of food value that we get in both meat and potatoes. When you add vegetables to it you have all the same food elements that you have

in a more elaborate meal where you'd to cook meat, potatoes and vegetables separately.

"But these MACARONI DISHES are so much easier to prepare. You just do work at all to cooking it, you have to do is to throw the macaroni into a generous amount of rapidly boiling water and cook it until tender. Then you add the cooked macaroni with other foods you're going to use and have—just as like this RING OF PLENTY—done, so tasty and so satisfying, one that all are sure to be 'about'."

Betty Crocker emphasized one particular requisite to a good macaroni. The right kind of macaroni has also to be used—macaroni that will be firm, yet tender and tasty when cooked. A macaroni with that attractive appearance so as to insure an appealing as well as nourishing and economical dish.

### Origin of Doheny Millions

Edward L. Doheny, who has been much in the limelight since the discovery of oil in Washington, is reputed to be one of the 3 richest men in America.

Up to the time he was 49 he lived in a state of mere existence. He was a prospector. He had chased all over the continent seeking gold and silver. The more remote the place, the more it appealed to him.

One day he was sitting on the porch of a little hotel on the outskirts of Los Angeles, wishing he had the money to go to some gold-bearing place in Mexico. He noticed a wagon load of gold bars. It looked heavy and grossly interested him.

He asked the Negro driver where the earth came from and was told that it came from near Westlake Park. It rumbled on a street car and hurried the

Thirty feet below the surface Dohy and his partner had unboxed a string of liquid gold that was destined to put millions into their pockets and make the landowners who had always supposed that "breed" was just "breed."

There are a lot of Dohenys among macaroni manufacturers of today. They too, think that fortune lies afar off, they were only somewhere else if they know they would do better. If these it would only look for fortune right in their own territories they would find it, just Doheny found his oil, for it is there.

*From "Lives of Famous Men" by Louis Untermeyer.*

### Think It Over

Don't let anybody but a competent doctor look at your eyes. Eyesight is just about the most precious of all gifts to mankind.

You may have seen the boys at a plant trying to remove foreign matter from somebody's eye. Their intentions were good but they were playing with dynamite as far as the victim was concerned.

We'll wager that you never saw anybody suffering from appendicitis ask the corner butcher to look him over.

"Think It over!" *Safe Worker.*



Macaroni may properly be classed as a universal food. It is consumed in some form or other in practically every country on the globe. That it is served in strange places, the picture above is proof. The cut is a reproduction of an illustration that appeared in the Jan. 28, 1933 issue of Mid-Week Pictorial bearing the caption—OZARK CAVE DWELLERS OF 1933. A view of a cavern near Rogers, Ark. in which several men have made their home for 15 months of the depression. Its temperature remains almost constant at 67 degrees the year around.

In the original picture of which this is an enlarged section, more of the men are shown on sleeping cots on planks laid on the stone floor of the rocky cavern.

*From "Lives of Famous Men" by Louis Untermeyer.*

## "Standards" The Industry's Hope

I believe that we can advance and improve the macaroni industry only through cooperation and friendly work. I write you all known macaroni manufacturers in the south to one who has been active in an association's movement to bring out some quality standards.

I know that you, the National Association and the government are working together to bring about the adoption of a macaroni amendment to the Federal Food Law, and I would like to know what I could do from here to help the cause along. Kindly send me all possible information and your suggestions. Also, let me know what is the present status of this industry legislation.

I hope that the amendment is adopted soon by Congress because this industry mainly needs some one to change conditions. I have never seen such quality goods being sold as macaroni in the trade. I now think from a quality standpoint, and worse yet from the price standpoint. Macaroni of four grades is being sold in our state for 40 to 50 cents a 2 1/2 lb. package. So you can appreciate just what we are up against in quality goods have completely disappeared and in the meantime macaroni consumption is decreasing also, so that I feel free to estimate that these two facts which mean more being consumed here.

### How to Cooperate

Progressive macaroni manufacturers would be happy fighting for quality and they should be on "bent" per cent support of the macaroni amendment which will need every cent of support from the industry to get through the next Congress. There are suggestions made by me which has been very active the last 2 years in trying to get this very essential amendment.

Write your Senators and Congressmen asking them to vote favorably on state Bill S. 4178.

Ask your employees, your friends in your own state and all your connections in any state to do likewise.

Also ask your Senators and Representatives to personally phone Senator Frank Shipstead of Minnesota and ask him of their support and cooperation in getting passed the so-called macaroni amendment to the Federal Food Law.

Explain to them that the amendment is designed to protect the honest manufacturer and the purchasing public against deception as now practiced by the dishonest manufacturer who puts inferior materials into his macaroni and asks the American housewife who is not getting the good grades which she thinks she is buying. The honest manufacturer suffers from the unfair competition of the low grade, low price manufacturer. The whole industry gets

a terrible setback because when the customers are lost when they become disgusted with the inferior grades, the low quality goods, it is hard to get them back.

Finally, get all your competitors all your wholesalers and retailers to help in supporting this macaroni amendment. If you succeed in getting that support, it will get law passed.

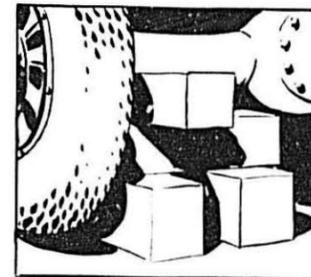
Remember that the quality of goods is the key to the success of the industry. The quality of goods is the key to the success of the industry. The quality of goods is the key to the success of the industry.

### Simple Safety Suggestions

The National Safety Council has for years been directing a nationwide safety campaign, giving accident prevention services to members and to the public in general.

It recently inaugurated a series designed to give definite, concise and easily understood information to the MAN ON THE JOB. The cards, which are the same size as the illustrations, are for the relation to operating equipment, machinery and vehicles.

Everybody should be interested in accident prevention. The two safety cards illustrated are particularly interesting to macaroni manufacturers. All use good models and trucks. How many of us have had our losses on account of business received while repairing tires or



### Working Beneath a Car

It is not advisable to depend upon a jack alone to support a car when working beneath it. Always use strong wooden blocks placed as shown or a substantial steel or wooden horse made for the purpose.



SAFETY INSTRUCTION CARD No. 25

SAFETY INSTRUCTION CARD No. 26

### Fastening Plugs to Extension Cords

ALWAYS make sure a strain on the wire cannot pull it loose from the terminals. One good way is to tie the two wires into an "Underwriters' knot" then loop the wire ends around the lugs as shown in Fig. 1.

The connection can be made doubly secure by pouring sealing wax around the terminals and wire (See Fig. 2). Look out for hot wax that might run thru the wire hole.

See Safety Instruction Card No. 9

SAFETY INSTRUCTION CARD No. 26

SAFETY INSTRUCTION CARD No. 26

SAFETY INSTRUCTION CARD No. 26

### Bars Private Freight Cars

A movement is being made to bar private freight cars from all interstate terminals. This is being done by the National Freight Association, which is a national organization of freight car owners and operators.

The National Freight Association is a national organization of freight car owners and operators. It is a national organization of freight car owners and operators. It is a national organization of freight car owners and operators.

The National Freight Association is a national organization of freight car owners and operators. It is a national organization of freight car owners and operators. It is a national organization of freight car owners and operators.

SAFETY INSTRUCTION CARD No. 25

## Secrets of Successful Trade Marking

By Waldon Fawcett

Written Expressly for The Macaroni Journal

### You Can Color Your Trade Mark But Can't Trademark Your Color

The talkfest in macaroni circles over the use of colored wraps is bound to provoke fresh curiosity in the trade regarding the whole question of the use of color in branding. Strictly speaking, there isn't, of course, any direct or necessary connection between the controversial issue of amber paper covers for noodles and the matter of taking the rainbow into macaroni and noodle marks. But once trade attention is focused upon considerations of color in "dressing" packaged macaroni, etc., then marketers are bound to reckon with the element of color in that most important of all commodity clues, the trade mark.

Just here we bump into one of the most complex phases of the whole responsibility of identifying macaroni and noodles to the trade and to ultimate consumers. Color is a legitimate branding instrument for the food specialist who wants to make his packages memorable and recognizable by the general public. Unless he should be shortsighted enough to allow his retailers to pass off his colored package as the product of an older or better known user of that same color, there is scarcely any risk that the seller who garbs his goods in color will ever be called to account for his doings. All the same there are nice distinctions to be observed by the tradesman who desires to capitalize color.

Foremost of the secrets to be kept ever in mind when planning to brighten up one's product or package, is the one which we have taken for our text. Literally, if you wish and expect to obtain Uncle Sam's sanction for your badge, you may color your trade mark, but you dast not try to trademark your color. Sounds contradictory and confusing, does it not? But it is just a popular way of expressing the ticklish limitations that govern the use of color to blazon the factory origin or producer ownership of a given macaroni staple or noodle specialty.

Let us be accused of sounding a false alarm, it is only fair to say before we go further that all this counsel to watch your color step is good or necessary only if and when the tradesman has a secret longing for a color monopoly in the get-up of his goods. If a macaroni marketer desires to "style" his wares with a splash of fashionable color but doesn't much care, meanwhile, what his neighbors or competitors are doing colorwise, he has not much occasion to worry over his

rights and privileges. So long as he does not open the door (as above note) to color-caught substitution of goods he may go serenely on his color way.

But human nature and business competition being what they are, the average packager who dolls up his pet parcels would like to monopolize his theme-color or combination of colors. Now obviously the only way in which he could even hope to fence off a chosen color would be to obtain some sort of an exclusive franchise from Uncle Sam, preferably a trade mark registration, since a technical trade mark is the most highly protectable form of "industrial property." Right there is where our hero encounters the high hurdle. According to the code at the U. S. Patent Office, mere color as such cannot be appropriated as a trade mark under the basic law, the Act of 1905.

This means that the color-covetous brander must find some way to detour the difficulty, if he is not to give up entirely his ambition to make color his merchandising key. Confronted with the barrier, the color captor has alternatives. He either forsakes the entire federal system of trade mark certification or he bows to its mandates and makes the best of his bargain. In the first choice the brander via color makes no attempt to register his color-clue at the Department of Commerce in Washington. Nor, probably at his state capitol, since most state trade mark laws follow the pattern of the national law. Foregoing any official certificate of priority of use, the nonregistrant sets out to make his color conceit a trade mark in fact if not a trade mark in name. The macaroni field has its own proof and examples that "color associations" may be deeply impressed upon the public consciousness.

The worst feature of this formula for homesteading a color claim is that the pioneer user of a color has no very effective way of proclaiming his supposed superior rights in his chosen color. He has no "registration notice" to warn away unintentional or unconscious trespassers. And he has no valid threats of trade mark infringement to scare away at the very outset, competitors who would wilfully challenge his color scoop. All that the victim of color copying can do by way of redress or repression is to wait, with what patience he may, until the borrower of his color has used it long enough and effectively enough to en-

able the trail blazer to go into court with the necessary evidence to prove that he is being deprived by color mixups of trade that is rightfully his. This remedy is apt to be costly and it smacks of locking the barn door after the horse has been stolen.

Now we come to the consolation aspect. And fortunately there is a recipe whereby macaroni-noodle factors in the know may capitalize a distinctive or distinguishing color plan. The key to the way of escape is to be found in that seemingly insignificant word "merely" as it appears in the federal trade mark code. Uncle Sam does not lay any absolute embargo upon color as an agency of trade mark expression. What is decreed is that a mark which consists merely or solely of a color cannot be registered. That signifies that naked color as such cannot be grabbed off by any one party in trade, for the good and sufficient reason that all his fellow tradesmen must in fairness be left free to make normal legitimate use of every color in their printings and wrappings. And in accordance with that declaration of color-freedom the censors at Washington have repeatedly refused to register colored bags or boxes with no manner of "dress" save an all-over color, or wrappers of hues that might conceivably be employed for utilitarian purposes, rather than as signals of source or process.

This denial of monopoly in mere plain color leaves the way open for the brander who will take the trouble to find some distinctive expression for his color. That is what is meant when it is whispered that the way to dodge a difficulty is to cease trying to trade mark a color and turn to coloring a trade mark. In the latter event the official records take due cognizance of the fact that an element of color enters into the trade mark layout. And since the tribunals at the Patent Office and the federal courts observe pretty closely the guiding principle that every trade mark is to be considered as a whole, it follows that the color contribution to a composite trade mark is allowed to do its full share to make the ensemble mark unusual or unique.

When it comes to coloring a trade mark in order to invoke indirect protection for the color which is the soul of the system of identification, 2 methods are open to the brander. He may render his entire trade mark, be it a coined word, a picture, or a device—in the color

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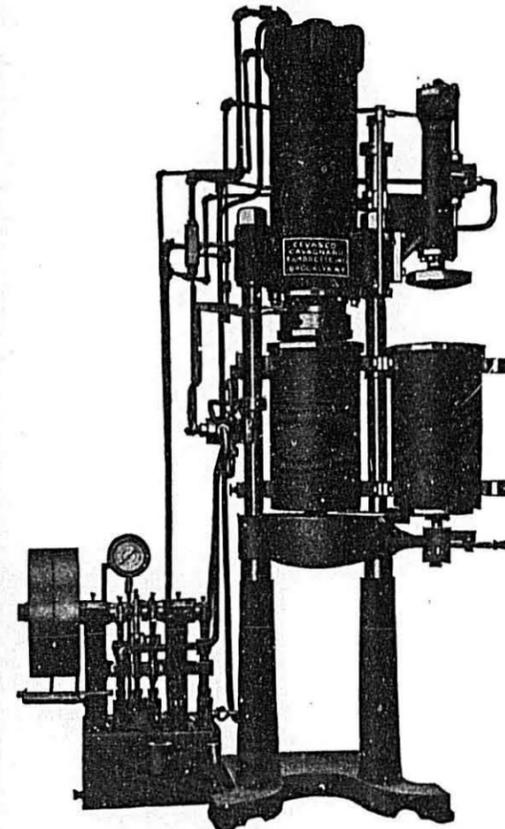
## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die  
12 $\frac{1}{4}$  and 13 $\frac{1}{4}$  inches

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

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

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

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

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

**AT LAST! The Press Without a Fault.**

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

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

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

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

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

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

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

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

**DIE PLATEN.** The dies platen or support is divided into three (3) sections for the 13 $\frac{1}{4}$  inch and two (2) sections for the 12 $\frac{1}{4}$  inch press. (We originated this system of sub-division of platen, since copied by competitors.)

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

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

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

which he desires shall dominate his package. That done he waives any claim to the color except in the connection in which it is used in his particular mark. Even so, the doctrine of treating a trade mark as a whole will beget a certain amount of consideration for the color background or the color "atmosphere."

The second method, and the one most in favor with the shrewdest market experts is to inject color by means of a vehicle that is but one part (though sup-

posedly the leading feature) of a composite mark. For example a red crescent, a gold star, a blue ball, or a green diamond satisfies the demands of trade mark registration, yet slyly lets the brander focus public attention upon the color which he desires shall be considered symbolic of his line or leader. Finally, such a color detail in a larger trade mark picture leaves no suspicion that the color, amber or what not, is guilty of a deception in respect to the goods.

machine guns and they are not proud of the machine guns. If in that Century of Progress such things attached themselves to our economy, we need not destroy the system that created the progress; destroy the foul growths and go on to greater progress, but be sure to eliminate the foul growths for we must either destroy the radicals or destroy those abuses that breed radicalism.

This is a personal note—I am a conservative, proud of it. But we must realize that an evolution not a revolution is going on.

Our big job is to prevent the unjust indictment of business or a group or an industry because of the action of an individual or a few. Thirty years ago proposals for regulation of industry and transportation were considered radical; consider what we accept as conservative and necessary today. If a similar development confronts us why not try to guide and direct it by cooperation with government, rather than through selfishness antagonize public interest and government?

### Macaroni Good Cold Weather Food

Not that macaroni is not a good food to serve in all kinds of weather but that it is particularly suited for the cold days when one's body needs so much more energy and heat food, is the point that Dr. Shirley W. Wynne, commissioner of health of the city of New York desires to make in suggesting more cold weather dishes:

"If every one would realize that his health hinges greatly upon what he eats there would be less sickness and more stomachs would be glad than sad. 'Eat what you like' is very poor advice, particularly if what you like does not agree with you. Much better to eat food you can digest properly, food that is properly assimilated, food that makes blood, muscle and bone, in short food that is healthful.

"The thrifty housewife, as a rule, eschews the various fancy dishes frequently found described in columns conducted by girls and women whose duties are such that they have time only to rush into a delicatessen shop or use a can opener for the food they serve at home. A good cookbook such as our grandmothers used is the best guide, for in it you will find that plain, wholesome and what is more, digestible dishes predominate. Only on one issue do we disagree with our grandmothers and the cookbooks they used, and this is on fried foods. Sensible housewives rarely use the frying pan, an instrument which has been probably responsible for more stomachic disorders than any other cooking utensil that has been devised."

Macaroni, spaghetti, egg noodles, meat stews and other similar products are listed as winter foods that "lend themselves to a wide range of varied dishes, and such combinations are extremely healthful. All of them, in the true sense of the word are cool and cold weather dishes."

## What Happened to a Private Brand in 2 Months

On a great volume-selling staple here was the price situation 2 months ago:

Resale price of the standard brands...17c  
Resale price of the off brands...15c  
Resale price of the private brands...13½c

Then the private brands became ambitious and put on a feature sale at 10c, which happens to be about cost.

They sought to build added volume by temporarily using the price appeal.

But, here is what happened:

The manufacturers of off brands lost business which they sadly needed, so they reduced their prices. Then the manufacturers of standard brands saw that their volume was steadily declining and they, too, reduced prices.

Here is the situation now:

Resale price of standard brands...13½c  
Resale price of off brands...10c  
Resale price of private brands...8c

Private brand sales on this commodity are declining in volume. Furthermore they are being sold without profit and undoubtedly at a loss, if distribution costs are figured. Furthermore, the whole line is so price cut that even the standard and off brand sales show no profit.

Can the private brand distributor advance his selling prices? Not without

completely killing the sale of his private brands unless the manufacturers of standard brands are assured that the distributor will not practice destructive merchandising tactics in the future and will advance his prices accordingly.

Here is another example showing how the distributor has lost the power to control prices:

### Here Is a Branded Package

It costs the chain less than 4c a package; the chain sells it from 7c to 10c a package. (The resale price is supposed to be 7c but numerous stores charge 10c.)

The chain sells a larger unit of the commodity in bulk at 5c. This quantity costs the chain about 5½c.

Question No. 1—Why does the chain sell the bulk goods at a loss and make a tremendous profit on the branded package?

Question No. 2—Why does the chain wish to destroy the branded package—for that is what it is slowly doing?

Question No. 3—Why does the chain seek to load up the home with too great quantities of bulk merchandise, robbing itself of highly profitable package sales?

Question No. 4—Why in the world

does anyone wish to destroy or even seriously curtail the volume and profits of a business that has been a standard for more than 20 years, and kill with it the employment opportunity it gives to hundreds of people? The sale of bulk goods does not give industrial employment. Furthermore, killing profits places a heavier burden of taxation on those firms which are still making money. So how can practices of this sort be justified by any law of economics?—"Groceries," December 1932.

### Italy's Advertising Tax

Communities in Italy are given the right to tax certain types of publicity, most of which are in that country. For this purpose these communes are divided into classes on a population basis. The following tax schedule applies: dropping announcements from aeroplanes 100 to 1,000 lire (\$5 to \$50) per day; broadcasting from aeroplanes, 75 to 800 lire (\$3.75 to \$40) per day; and broadcasting from automobiles, 50 to 600 lire (\$2.50 to \$30) per day. In case more than one product or more than one company is being advertised, the tax is imposed on each such product or company. The law provides for reduced rates in case of a series of advertisements. (Royal Decree of December 12, 1932; Gazzetta Ufficiale, Jan. 17, 1933.)

We are never so happy nor so unhappy as we suppose ourselves to be.

**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.**

Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**



# Trade Staging a Comeback

*Improved Conditions in Food Trades Reported at National Conference in January at Chicago---Only Fear Is Radical Legislation by Congress and Lethargy on the Part of the Trade Leaders in Overcoming Known Shortcomings*

The downward trend in business seems to have been definitely stopped, changed to the leveling off stage, with every indication that the welcomed upward swing will soon set in if only the manufacturers, wholesalers and retailers will use some of the good judgment formerly displayed in the management of business. That was the general tone prevailing at the several conferences of the foods trades in Chicago recently. Two retarding factors loomed; radical legislation by Congress and continued impractical and unfair competition within the industry and by government subsidies to favored groups.

These facts were forcibly brought to the attention of the entire food trade by President Marc C. Hutchinson of the National Cannery association at the opening session of its convention in Chicago on Jan. 23, 1933. He must have had in mind the macaroni industry as well as the canners when he prepared his talk as it fully covers conditions that the macaroni makers face today. The proposed extension of more and more Federal aid to some groups offers the greatest threat against the resumption of normal business and will seriously retard the upward trend in business unless curbed. Among other points made by him in his excellent address are:

#### Correct Own Mistakes

The times call for candor, for straight thinking and perhaps for some plain speaking. Today our industry faces many and difficult problems. Some of these are old, some new; some are of the industry's own making, others have been thrust upon it. But whatever they may be, their solution in my opinion must come primarily from within the industry. It is our privilege, more than that it is our duty, to take the initiative. Even if we desired it I believe it would be utterly futile to go outside the industry for a supposedly all-wise dictator, or to attempt to set up machinery designed automatically to save the industry from itself. At the same time I believe it the industry's duty to use toward the solution of its problems every aid it can wisely and legitimately bring to its service.

Many elements enter into the situation in which we now find ourselves. Some of these I wish to discuss briefly and from the industry's standpoint. What I shall say may apply to some and not to others. But we have always to remember that the situation of an industry is nothing more, and surely nothing less, than the sum total of the situation of its individual members.

As an industry we have for some years had a production capacity in excess of

market requirements. Overproduction has occurred, now in one branch of the industry, now in another. But it took a general business depression, with its loss of employment and its lowered purchasing power, to bring the industry to a full realization of the adjustment problem confronting it, and to a real appreciation of the factors beside excess plant capacity that have contributed to the recurrent overproduction.

As an industry we have lacked sufficient working capital to finance adequately and safely the output we have maintained. We have known this to be a fact, we have been told about it repeatedly, but it took the pinch of business depression to prove that stretching the dollar may spell disaster.

As an industry we have had inadequate information on which to plan and adjust our operations, or we have disregarded or been indifferent to the information we have had.

#### The Industry's Shortcomings

As an industry we have failed to realize that our initiative and success as individuals are not necessarily sacrificed when we so conduct our business as to promote the welfare of the industry as a whole. There is no common denominator of business ability in the industry. Superior management, superior salesmanship, will always win the larger reward they deserve. But it is quite a different thing for the individual to fly in the face of facts, to jeopardize both his own and his industry's welfare by a make-or-break policy.

I have mentioned these 4 things—excess capacity, underfinancing, uninformed planning, and lack of industry viewpoint—not to parade our shortcomings but because I believe they are fundamental facts in the situation. The primary need is adjustment of our output to consumption—an adjustment based upon principles that will be just as applicable 10 years from now as during the coming year. Any other measures we may take will be merely a stop-gap, a postponement of our problem and a multiplication of our troubles.

The recurrent overproduction from which we have suffered has been due in part to an attempt to utilize existing capacity, which we know is too large; in part to too much and too easy credit, which has taken the place of the working capital we ought to have; and in part to our not having, or of our ignoring, the facts as to market requirements.

Our industry wants to stand on its own feet. It wants neither coddling nor unwarranted interference with its business.

It wants aid when and where that aid is both wise and legitimate. It proposes no plan for its rehabilitation that goes outside the law. It wants to set its own house in order. But it can do this only when we, as individuals, are broad enough to look beyond the horizon of our own business to the welfare of the industry as a whole. In emphasizing the necessity of considering the welfare of the industry as a whole, it is not contemplated that there shall be any slackening in individual responsibility. The wholehearted acceptance and the faithful discharge of individual responsibility is true cooperation. Individual responsibility in our business, our civic life, and in our homes, is our duty and our privilege.

#### Macaroni Has High Food Value

Macaroni, weight for weight, is as valuable for building up the body as the most nutritious meats and is considerably more digestible. That is the information of interest to all housewives as published in the Jan. 18, 1933 issue of the Springfield, Ill. State-Journal.

Because of its high food value, coupled with the ease with which it is digested macaroni, spaghetti and noodles are ideal foods for children. The growing body receives the maximum amount of nourishment without taxing digestive organs.

Physicians recommend it as the one perfect food for weak and strong. Cases of rheumatism, lumbago and gout have been benefited especially from these products because they do not cause formation of uric acid.

Housewives agree that macaroni, spaghetti and noodles truly represent the greatest American food value that money can buy. These products are very low in cost, yet provide the necessary amount of nourishment. Any one of them can be made a whole meal in itself, cutting down the expense involved in a great number of side dishes. They can be prepared with inexpensive meats, vegetables and sauces, or as a side dish for a regular meal. But in every instance the cost of serving this nourishing food is very small.

#### Plans to Rebuild

The Philadelphia Macaroni Manufacturing company whose plant was recently damaged seriously by fire has made arrangements for rebuilding its plant at 11th and Catherine sts., Philadelphia. The general contract has been awarded at an expenditure of \$35,000 including replacement of damaged equipment.

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## Suggests Law Against "Loss Leader" Abuse

As the head executive of one of the foremost food manufacturing and distributing organizations in the country, Paul S. Willis of Associated Grocery Manufacturers of America has had fullest opportunity to study selling practices. He is convinced abuse of the practice of offering loss leaders to draw trade is one of the most harmful,—the most dangerous now confronting distributors. As a cure he suggests a state law prohibiting such unfair price competition and urges all manufacturers and distributors to support such legislation in their respective states. His statement and suggestion follows:

This association has received numerous complaints against the alleged trade practices of advertising, offering and selling standard grocery products at or below their purchase cost, to promote the sale of other merchandise at a compensating profit and with the effect of unfairly injuring competing dealers.

In reply the executive committee of the association states:

(1) the association condemns this distribution practice as uneconomic and unfair price competition;

(2) the association recommends that each grocery manufacturer individually act to prevent this practice in the resale

of his products, to the extent he can legally and practically do so;

(3) the association further recommends that each state enact a law duly prohibiting this practice.

The association believes that such legislation is a needed and effective remedy in the circumstances; also that such legislation expresses a sound public policy because it prevents a practice inconsistent with the principle of economic and fair competition which the public is interested to preserve.

A suggested draft of a model state law of the kind is attached. It has been prepared after a careful consideration of the various trade proposals of such a law and a review of the existing state anti-trust legislation.

An Act to Protect Intrastate Commerce Against Unfair Price Competition.

Be it enacted (insert enacting clause):

Section 1. As used in this act—

(a) the term "unfair price competition" means the advertisement or offer for sale or sale of an article of merchandise at or below its purchase cost, in the course of intrastate commerce in this State, which is made to promote the sale of other merchandise and which is effective or has a dangerous tendency either to unduly lessen competition or to create

a monopoly in any line or part of such commerce;

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

(c) the term "penalty" means (insert).

Section 2. Unfair price competition is hereby declared unlawful. Any person who is engaged in the sale of an article of merchandise in the course of intrastate commerce in this State and who uses unfair price competition with respect thereto shall be guilty of a misdemeanor and shall, upon conviction, suffer the penalty prescribed by this act.

Section 3. It shall be the duty of the Attorney General to cause an appropriate proceeding to be instituted and prosecuted in the proper state court, without delay, to enjoin a violation of this act and to enforce the penalty prescribed for such violation, of which he shall be informed.

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

Mr. Willis wrote in behalf of his executive committee in regard to a law proposed by the Associated Grocery Manufacturers of America that the association cannot approve the bill itself because fundamentally objectionable in three respects, one being its unconstitutionality.

## MORE TRUTH THAN POETRY

Manufacturers wise, economize  
using INSUPERABLE MACARONI DIES.  
Are they the best? Just make the test.  
And down your Die troubles lay to rest.

So, if you're wise, you'll realize NOW'S the  
time to buy GOOD DIES.

From:

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, N. Y.

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



## Convention Bound

The 1933 convention of the Macaroni Manufacturing Industry will be held in the "Century of Progress" exposition city on June 19-21 in the Edgewater Beach hotel, Chicago.

At that time the "Century of Progress" will be nicely started. It opens June 1, 1933. Everything will be fresh and tidy. The ideal time for visiting the fair.

Plan now to attend the macaroni convention and to take in the world's most progressive exposition ever held. Come by boat, rail, airship or motor. All are making special offers and inducement.

If you think of motoring to the Convention and Exposition, for instance, the Conoco Travel bureau, Denver, Col. will gladly send free travel advice. Just write the firm or send an application which you can obtain from any Conoco service

station and it will send you maps of the marked route from your home city to the convention city, tell you the condition of the roads and supply you with illustrated descriptive literature of places of interest enroute or in Chicago to see on your trip.

If you are planning to go by rail, the traveling passenger agents will be glad to help you in your routing, making Pullman arrangements and such stopovers as will enable you to see the scenic places enroute to and from the Convention-Exposition City.

Remember the dates of the convention—June 19-21, 1933. Arrange for some time before or after the convention to visit the "Century of Progress" exposition. And don't forget that the convention program will make it worth while for any macaroni or noodle maker and allied tradesman to attend.

### Packaging Conference Planned

Packages of wood, metal, paper, glass, transparent cellulose and plastic, and cartons, bottles, tubes, wrappers and boxes literally by the thousands will be on display in a series of more than 70 varied exhibits at the third packaging, packing and shipping exposition March 7-10 in the Hotel Pennsylvania, New York. The exposition is sponsored by the American Management association and is being staged in connection with a 4-day conference and clinic on the problems and technique of packaging, packing and shipping.

Methods of packaging and shipping of commodities of every size and description will be dramatized in displays. There will be counter display containers designed by leading advertisers, the most recent types of packaging machinery, displays of collapsible tubes, waxed paper, the latest types of foils. Displayed in the latest boxes and containers and plain and fancy wrappings will be candy, cigars, cigarettes, pipe tobacco, optical goods, oils, crude and refined; bath salts, soap, lead pencils, food of every description, hardware, jewelry, and a complete range of toilet articles.

At the conferences and clinics in conjunction with the exposition, packages containing various types of products have been selected for examination and discussion. All production, packing and shipping and marketing phases of these types of packages will be discussed. The

clinics will include analyses of the design of each package, machinery used in production and filling, preparation for shipment, discussion of what happens to the package in the retail store and its history after it reaches the consumer.

### Macaroni Trade Declining

The exchange of macaroni products between the nations of the world is undergoing a gradual decline if the movement of this food to and from the United States is taken as a criterion. That is the conclusion of students of trade after studying the trade statistics compiled by the Bureau of Foreign and Domestic Commerce for 1932.

December import was 323,072 lbs. of foreign-made macaroni at a value of \$22,206. Though this was a slight advance over the imports for December, 1931, which were only 302,534 lbs. worth \$22,966, it was not sufficient to bring the year trade in this food up to the 1931 figures.

For the year ending Dec. 31, 1932 the United States purchased for home consumption and reshipment a total of 2,225,425 lbs. of macaroni products mostly from Italy and France, paying for the quantity \$152,057, a little less than 7 cents per lb. In 1931 we imported 2,459,146 lbs. for \$184,381. The record year for macaroni importation was 1914 when 126,128,621 lbs. reached the American

ports and for which importers paid \$5,698,783.

### Exports Lower

There was also a slight advance in the export business in macaroni during December 1932, but not sufficient to effect the adverse trend in that business for the year. The exports for December totaled 286,529 lbs. valued at \$17,365 as compared with 254,186 lbs. worth \$17,810, the exports in December 1931.

During all of 1932 the exportation of American made macaroni products amounted to only 3,207,942 lbs. with a value of \$215,020, about 7 cents per pound. In 1931 the exports were 4,613,284 lbs. worth \$341,098. The peak year for macaroni exportation was in 1925 when 6,408,878 lbs. were exported, bringing \$454,146 to American manufacturers and exporters.

The exports by countries in December 1932 were as follows:

Countries	Pounds	Dollars
Netherlands	7,400	450
United Kingdom	105,400	6,044
Canada	29,806	1,946
British Honduras	1,357	84
Costa Rica	183	17
Guatemala	325	21
Honduras	14,562	648
Nicaragua	1,881	96
Panama	29,281	1,748
Salvador	398	40
Mexico	4,661	403
Mig. and St. Pierre Islands	113	20
Bermudas	2,919	246
Jamaica	1,338	49
Trinidad and Tobago	50	5
Other British W. Indies	919	89
Cuba	22,515	1,278
Dominican Republic	33,603	1,837
Netherland W. Indies	1,876	174
French W. Indies	130	8
Haiti, Rep.	6,952	414
Virgin Islands	616	34
Brazil	41	7
Colombia	100	7
British Guiana	100	10
Surinam	50	5
Venezuela	581	61
British India	85	11
China	2,297	261
Hong Kong	234	21
Japan	6,720	420
Philippine Islands	9,861	940
French Oceania	175	11
Hawaii	55,720	3,758
Porto Rico	39,330	2,175
	381,579	\$23,298

### Neatness and Cleanliness

It pays to be neat and clean about one's work; and also about one's personal appearance. Don't forget that to be "well groomed" a man must also be "well washed." Neatness and cleanliness depend on each other.

The glamor of a well pressed suit fades entirely if the wearer happens to have a dirty neck.

forms and sizes of a food product whose basis is simply pure semolina or flour and water?

Since time immemorial there has existed a controversy as to who first invented macaroni making. The claims of the different nations are interesting, but what most modern people are concerned about now is the food and health value of macaroni products, rather than where and why and when the art of making this food was first discovered.

While the Italians unquestionably popularized macaroni and spaghetti as it is now known during the 14th and 15th centuries and preserved the secret of modern macaroni making

## MACARONI

### A Universal Food

There are styles in macaroni as there are in clothes. The Europeans, particularly the Italians prefer the long macaroni, spaghetti and vermicelli; the Asiatics prefer the fine strands while in America the short-cut macaroni has become quite popular. Why this racial preference and why so many shapes,

through the Middle Ages, this food in one of its many familiar forms was also used and made in Japan and China for hundreds of years as early explorers discovered, among whom was the famous Marco Polo, to whom credit is often given for introducing the idea of macaroni making to the Italians on his return from his trip to the Orient long before America was discovered by Columbus.

The Asiatics for some reason preferred the thin, finer strands known as "vermicelli," due probably to the fact that the thin or fine strands of dough were most easily dried or cured by their crude drying methods. To many Europeans macaroni was a basic food. For that reason they preferred a variety of shapes, the changed forms serving to spur jaded appetites. When the Italian tires of macaroni he can change to spaghetti, to vermicelli, to rings, alphabets and other fancy shapes and thus avoid monotony in the service of this almost indispensable food.

In America the tendency is toward fewer shapes. The manufacturers prefer to "spur jaded appetites" by suggesting changed recipes for the preparation of the food, especially recommending its combination with vegetables and meats for that purpose.

Short-cut macaroni and spaghetti has found greater favor in the United States than in any other country. Large factories devote much of their production capacity to the manufacture of short goods, as the trade popularly terms them. These have become favorites because they are suited for making salads, a recent innovation that has greatly increased the consumption of macaroni products during the summer months.

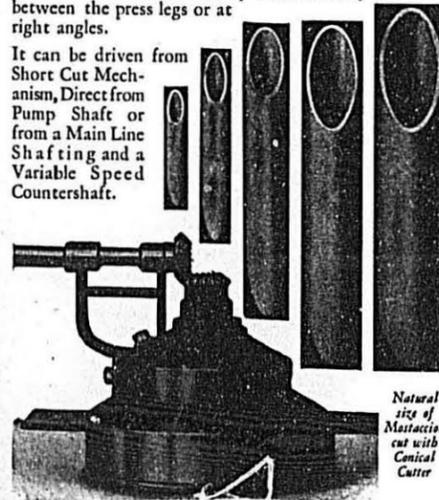
Short macaroni, long spaghetti, thin vermicelli and fancy cut pastes all have their preference among some people for some particular dish or combination, but irrespective of the shape the nutritious quality of the food remains undiminished in quantity and quality. Macaroni combines tastily with meats and vegetables in providing dishes to suit every taste, to appease the appetites of the hungry and tickle the palate of those who want change or variety. It is particularly liked by children because of its body-building and nutritious qualities.

### WHY BE WITHOUT A CONICAL SHAPED MOSTACCIOLI CUTTER?

Handles any size or shape through a regular die.

It can be attached to any Vertical Press, between the press legs or at right angles.

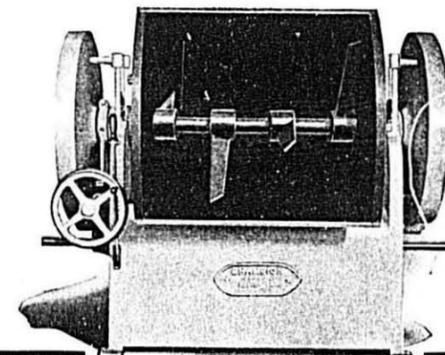
It can be driven from Short Cut Mechanism, Direct from Pump Shaft or from a Main Line Shafting and a Variable Speed Countershaft.



Natural size of Mostaccioli cut with Conical Cutter

CONICAL SHAPED CUTTER NO. 3154

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



## Dependable Production

Steady, dependable production of uniform high quality products is one of the most important qualities to be looked for in a mixer.

The Champion Special Mixer shown here, is specially designed to meet just that requirement. It is ideal for mixing dough for macaroni, noodles, pretzels and similar products.

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

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

Send the coupon today for full particulars about this remarkable machine and the Champion easy time payment plan.

**Champion Machinery Co.**  
Established 1888  
Joliet, Ill. - - U. S. A.

MAIL THE COUPON FOR FULL INFORMATION—NOW!

CHAMPION MACHINERY CO.,  
JOLIET, ILL.

Without obligation send details about the CHAMPION Special Dough Mixer, and the easy time payment plan to me.

Name.....

Street Address.....

City and State.....

## 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.

### Banned Products Hold Trade Mark Rights

A new interpretation of the rights of the owners of a trade mark is seen in a decision recently handed down by the United States district court of Northern Illinois. It holds that even should a product be declared illegal to commerce

in this country the registrant retains his right to its use.

Bass Ale has been sold in this country since 1858. In addition to the name, it used a distinctive oval label with the name of the owning firm in script through the center and in print around the margin. In 1919 the prohibition amendment banned all intoxicating liquors from United States commerce.

Assuming that since Bass Ale could

not be legally sold the trade mark was open to any one who cared to appropriate it, a firm copied the trade mark for use on a legal product of domestic manufacture.

The court declared that the trade mark "Bass" and the firm's distinctive label are very generally recognized as those of the original owners and that its use by another is an infringement.

### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In February 1933 the following were reported by the United States Patent Office:

Patents granted—none.

#### TRADE MARKS REGISTERED

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

##### Mrs. Rapp's

The private brand trade mark of The Dan-Dec Pretzel & Potato Chip company, Cleveland, O., was registered Feb. 14, 1933, for use on noodles. Application was filed March 30, 1932, published by the Patent Office Nov. 29, 1932 and in the Dec. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since Aug. 26, 1931. The trade name is in outlined shaded letters.

##### Servmor

The trade mark of Long Island Macaroni Co., Inc., Long Island City, N. Y., was registered Feb. 14, 1933 for use on macaroni and spaghetti. Application was filed Aug. 13, 1932, published by the Patent Office Nov. 15, 1932 and in the Dec. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since June 4, 1932.

The trade mark is a triangle in the center of which appears the portrait of Joseph V. Marchese, son of the president of the applicant corporation. Above the triangle appears the trade name. Near the bottom appears the kind of macaroni products used, the firm name, weight of package, etc. All the words except "Servmor" are disclaimed, apart from the mark as shown in the drawing.

#### TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made in February 1933 and published in the Patent Office Gazette to

permit objections thereto within 30 days of publication.

##### Roundy

The private brand trade mark of Roundy, Peckman & Dexter Co., Milwaukee, Wis., for use on spaghetti, macaroni, vermicelli, egg noodles and other groceries. Application was filed Sept. 2, 1931 and published Feb. 7, 1933. Owner claims use since Aug. 1, 1884. The trade mark is a circle in the center of which is a cross.

##### Non-Skid

The trade mark of Victoria Fusilli company, Long Island City, N. Y. for use on spaghetti and alimentary paste products. Application was filed Dec. 10, 1932 and published Feb. 7, 1933. Owner claims use since

Oct. 6, 1932. The trade name is in heavy type.

##### Leadway

The private brand trade mark of The Leadway Stores corporation, Wilmington, Del., for use on packaged macaroni, spaghetti, noodles, canned spaghetti and other groceries. Application was filed Nov. 18, 1932 and published Feb. 21, 1933. Owner claims use since Nov. 10, 1932. The trade name is in black type.

##### S. P. I. G. A.

The private brand trade mark of S. A. Pastificio Nicola Delfino & Figli, Pescara-Riviera di Castellamare, Italy, for use on alimentary pastes. Application was filed Aug. 8, 1932 and published Feb. 28, 1933. Owner claims use since June 15, 1931. The trade name is in black type.

### Sold Man 7 Times Out of 10 (A Free Selling Tip to Macaroni Salesmen)

I heard about a salesman the other day who sold rice to grocery stores. He was short on looks, short on personality, short on conversation—but he was long on getting orders for the rice he was selling.

At the convention of his sales force last year he let the other salesmen in on his secret. The reason he sold more rice than any other salesman during that year was because he sold by taste as well as by talk.

He had his wife put up a lot of little rice puddings in nice little jars. He carried these puddings around in his Chevrolet with a bottle of cream and some paper spoons. After he got on a working basis with a customer he persuaded him to eat some of his rice pudding, made

of his rice. And he sold the man seven times out of ten!

Disgustingly simple? Of course, the ideas which get big results in selling are most always the kind that make us wonder why we didn't think of them first. The blunt truth is that very few of us are doing any thinking at all. We only think we think.

There is nothing we can do in the thinking line that will count more this year than thinking up ways to get over our selling story by seeing, tasting or feeling as well as hearing. The more of the buyer's senses we can appeal to, the bigger our record will be at the close of the year.—*Tips From a Thousand Salesmen.*

#### THE CLAM

"Marriage is a business."  
"And the husband is the silent partner."

March 15, 1933

THE MACARONI JOURNAL

23

### A 1933 Business Creed

I will ascertain the facts about my property and business. I will face those facts squarely, honestly, fearlessly. I will adjust all phases of my business in conformance thereto. I will preserve the institution at whatever costs to myself or other individuals. I will not expect miracles to happen. I will not wait for them to happen.

I will know my costs as they are. Not as they once were. Not as they may be in the future. I will not sell goods below my present cost. I will budget a profit.

I will face my creditors with the facts. I will program my relations with them. I will adhere to the program. I will do the same with my stockholders. I will insist that my debtors do the same with me.

"Amortization, however gradual" will be the slogan. I will cast "moratorium" and "repudiation" into oblivion. I will arrange to pay. I will not wech. I will jettison my cargo of false pride but I will take on more ballast of self-respect.

I will make better goods. I will cease making junk. I will henceforth worship at the shrine of quality. I will not be seduced by the false god of "cheapness." I will not join the parade to perdition of his followers.

I will inoculate my salesmen with the virus of enthusiastic renewed belief in our goods, our price, our service. I will not browbeat them with hokum. I will fortify them with facts. I will order

them to cease talking about general business conditions. I will command them to talk exclusively about our business, our goods. I will change them from would-be-economists-on-tour to sellers of goods.

I will waste no time with prophets, propagandists, philosophers, business philanderers, quacks, quackery or queer people. I will believe in no cure-all, no patent panacea. I will hitch my wagon to the star of sane, sound business. I will accept the ideal of business as it always was—to make needed goods or render needed service and sell it at a price at which both buyer and seller will profit by the transaction.

I will accept the definition of competition as an honest effort to do these things better than any one else.

I will get on top of my business. I will insist that my people get on top of their individual jobs. (Excerpt from The American Appraisal Company's Service Bulletin, submitted by F. J. Tharinger, Milwaukee.)

### Costly Lessons of Depression

Dr. Julius Klein, assistant secretary of the United States Department of Commerce in the course of a recent radio talk on "Looking Backward and Forward" brought out interesting facts about depression and its general effect on business. He said in part:

"The costly lessons learned by business during the past 3 years will have a pro-

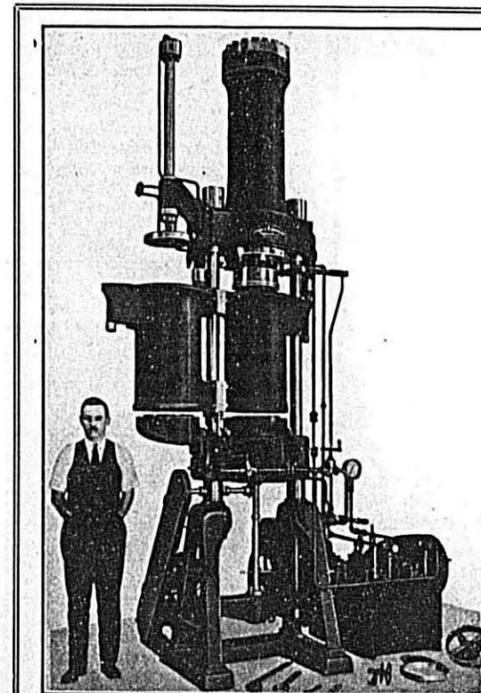
foundly sobering but soundly constructive effect that will endure. The grave necessities of the emergency have stimulated industry and trade to devise many valuable means and plans for greater efficiency in operation. New methods of research have been resorted to as never before by farsighted executives to help solve our troubles.

"Still another 'depression asset': Adversity has fostered—and at times actually forced—an increasing measure of cooperation in business and industry, and as a result we have found business men drawing closer together to study their common problems and solve them through united effort.

"These are days of all kinds of 1933 prophecies, but as one business paper editor put it, 'the one sure thing to which we may look forward is a 'Scrappy New Year.' So let us roll up our sleeves and 'go to it.'"

### Solve Overproduction

A drastic move is contemplated by the Celery Growers of Florida to combat falling prices. The leading growers in the celery growing section of that state have agreed to let every third row of the vegetable stand to be plowed under in case that prices do not rise to a point where it will prove profitable to harvesting the entire crop. The destruction of every third row will be delayed in the hopes that the market will advance as demand increases.



PRESS No. 222 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

Presses  
Kneaders  
Mixers  
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Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop

255-57 Center St.  
New York City



OUR PURPOSE:  
EDUCATE  
ELEVATE  
—  
ORGANIZE  
HARMONIZE

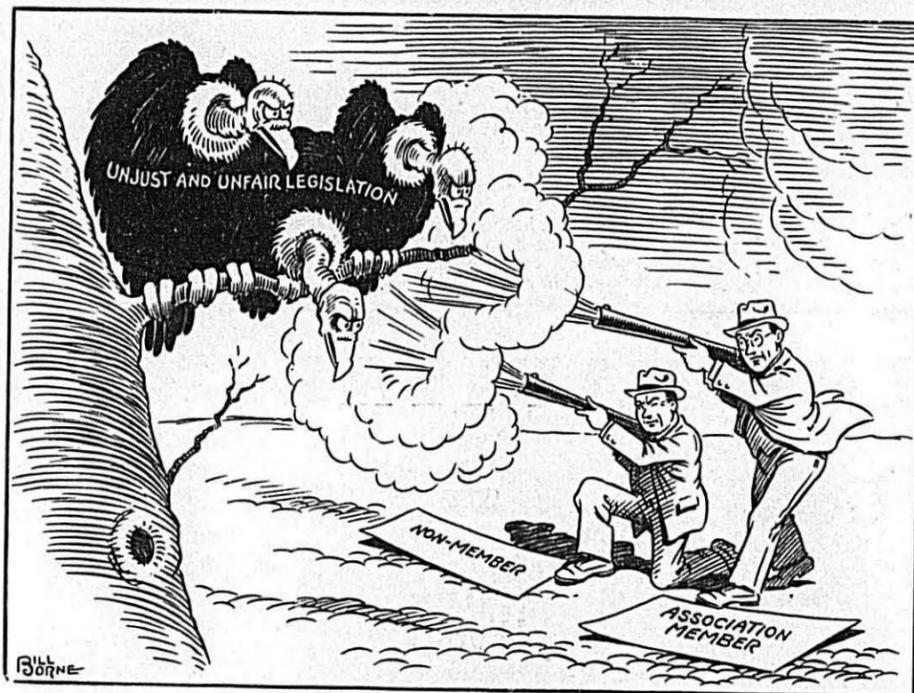
**OUR OWN PAGE**  
*National Macaroni Manufacturers  
Association*  
*Local and Sectional Macaroni Clubs*

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

**OFFICERS AND DIRECTORS 1932-1933**

G. G. HOSKINS (35), Vice President	ALFONSO GIOIA, (33), President, 71 Parkway, Rochester, N. Y.	FRAK L. ZEREGA, Adviser, Brooklyn, N. Y.
HENRY D. ROSSI (33), Braidwood, Ill.	WALTER F. VILLAUME (34), St. Paul, Minn.	JOSEPH FRESCHI (35), St. Louis, Mo.
LOUIS S. VAGNINO (33), St. Louis, Mo.	R. V. GOLDEN (34), Clarksburg, W. Va.	FRANK J. THARINGER (35), Milwaukee, Wis.
A. IRVING GRASS (33), Chicago, Ill.	FRANK A. GHIGLIONE (34), Seattle, Wash.	B. R. JACOBS, Wash. Rep., Washington, D. C.
GAITANO LAMARCA (34), Boston, Mass.	WILLIAM CULMAN (35), Long Island City, N. Y.	M. J. DONNA, Sec'y-Treas., Braidwood, Ill.

**Illustrated Official Message**



**CONCENTRATED AIM**

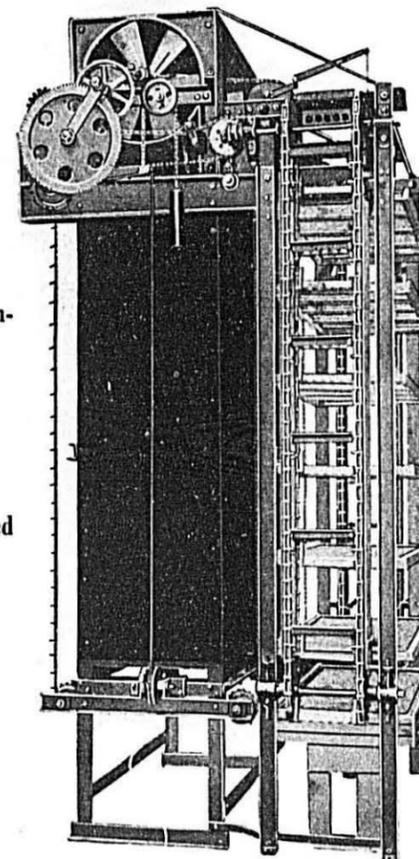
Greetings, Macaroni Manufacturers, large and small!  
Congratulations on the united action taken against all proposed and existing harmful legislation!  
Study the picture-lesson; see if you can not see yourself as one of the gentlemen pulling the trigger.  
Contemplate how much more can be accomplished through united, directed action and exercise your trigger finger in penning your name to an application for membership in the National Macaroni Manufacturers Association.

Once more we say—WELCOME!

Attest:  
M. J. DONNA,  
Secretary.

ALFONSO GIOIA,  
President.

**INTRODUCING  
THE  
CLERMONT AUTOMATIC  
PRELIMINARY NOODLE  
DRYER**



30% Moisture Uniformly  
Removed

Improves the Finished  
Product

Shortens the Drying  
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Labor Saving  
Device

Write for full particulars to

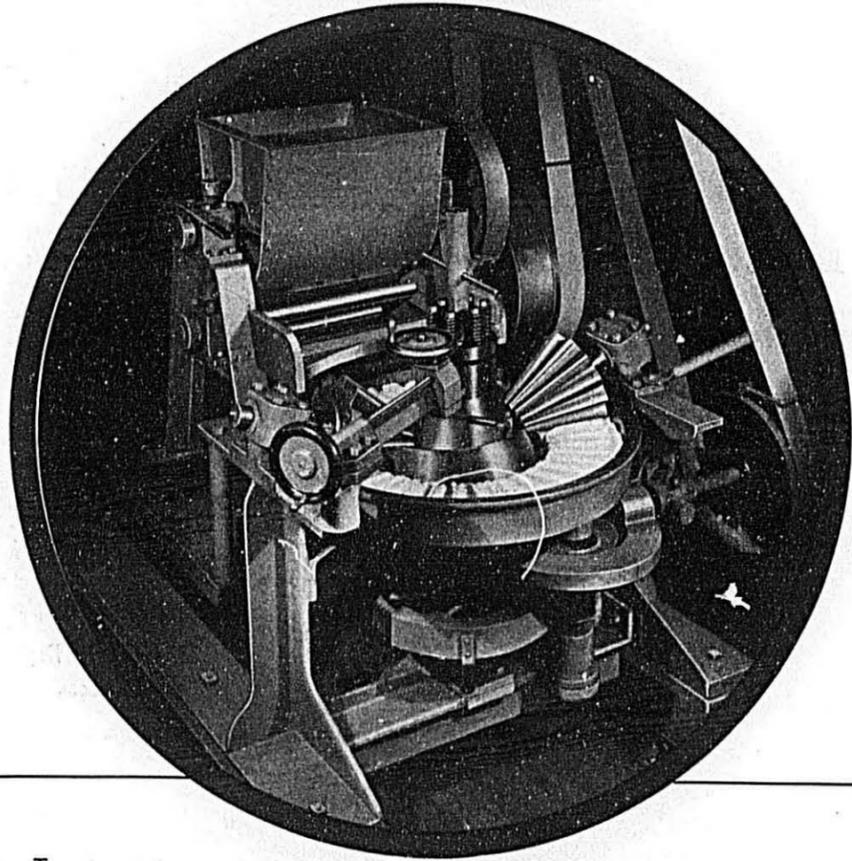
**Clermont Machine Company, Inc.**

268 Wallabout Street

Brooklyn - New York

**WATCH US GROW**

**WATCH THE INDUSTRY GROW**



WE PAID FOR THIS MIXER AND KNEADER  
...but it's really part of your plant!

When you buy semolina or durum flour, usually you have to make a run before you know that it's right. You speculate to the extent of a full run through your whole plant. In other words, you have to do your own testing, on your own time, at your own expense.

Not so with Pillsbury's durum products. Pillsbury has its own macaroni plant, where this preliminary

testing is done. When you buy Pillsbury's Best Semolina No. 1 or Durum Fancy Patent, you know that you're getting a product which has already made perfect macaroni and spaghetti, in a plant equipped with the same type of machinery you use to make your own product.

Pillsbury spent thousands of dollars to set up this macaroni plant. And it's actually a part of your own

factory, because it does a job which under ordinary circumstances, with ordinary durum products, you have to do at your own risk. When you buy Pillsbury's Best Semolina No. 1 or Durum Fancy Patent, you get a *proved* product. There's no expensive experimenting for you to do—you can go ahead and make the finest possible macaroni at the lowest possible cost.

PILLSBURY'S *Semolina*