

**THE
MACARONI
JOURNAL**

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**February 15,
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The Macaroni Journal



Minneapolis, Minn.

February 15, 1933

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Let The Public Be Your Judge

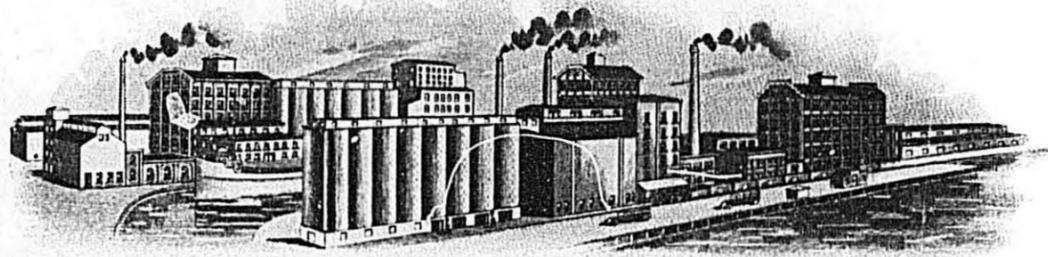


*"---by the judgment of this
great tribunal
of American
people"--LINCOLN*

The PUBLIC is the final judge of the quality of your products, the fairness of your business policies and your rightful niche in the macaroni industry.

Earn the favorable opinion of "this great tribunal" and your business will be firmly entrenched.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

In 1933, as for many years past

THE LEADER--

AMBER-BRIGHT UNIFORM HOURGLASS SEMOLINA

---CONTINUES TO LEAD---

QUALITY UNSURPASSED

DULUTH-SUPERIOR MILLING DIVISION

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

BRANCH OFFICES

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

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

NO-BOD-Y!

By COL. BENJAMIN A. FRANKLIN

Former President, Associated Industries of Massachusetts

One of the outstanding developments in this depression is the great drop in values, and particularly in commodity values, or prices of goods. This has come about perhaps in a great many cases because, in prosperity, prices naturally become somewhat inflated, and depression brings deflation.

It has come about somewhat because products have been cheapened through design changes, or in intrinsic value.

But most largely it has come about because of competition, a striving of individual manufacturers to get a larger than normal share, which becomes futile in practice, because all competitors follow suit.

Now there is the economic law of supply and demand which seems to control this situation. But economic laws are made by the practices of mankind. If mankind could use sufficient business intelligence and cooperation, the effects of this economic law could be ameliorated.

Then there is the governmental law against price combination. But no law can, or would, prevent manufacturers from refusing to sell below cost, even by agreement. And sufficient agitation would eventually change the law to permit reasonable trade cooperation.

The remedy in any trade unquestionably rests in trade cooperation, friendly relations among trade members, facts about business conditions and average results, and economic trade understanding of the situation within the law.

For who benefits by low prices?

Not the manufacturers and merchants who lose money by a reduced volume at reduced prices.

Not the workers, whose salaries and wages are necessarily cut because of losses by employers.

Not the farmer, because he suffers likewise from low prices.

Not the public, because in America these three groups constitute the main public.

You can't buy even cheap goods when your income is reduced or cut off entirely.

The old colored Follies comedian, Bert Williams used to recite a song in which he wanted to know who was going to help him in various and sundry troubles, and in his sad voice the answer at the end of each query was the drawing: "No-bod-y."

Whom do too low prices help? "No-bod-y."

Who's going to help you change these conditions? "Nobody"—but intelligent trade education and cooperation.

Rising prices would be the greatest help toward prosperity.

Good prices and good wages make prosperity.—[Clipping from "Industry" submitted by G. LaMarca, president Prince Macaroni Manufacturing Co., Boston.—EDITOR.]



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XIV

FEBRUARY 15, 1933

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The Special Tax Menace

Students of business trends are quite generally of the opinion that in this country we have practically "scraped bottom" in the long, drawn out period of depression and that we are slowly but surely emerging from the valley of business despair. No macaroni manufacturer will regret the definite passing of the gloomy years of business uncertainty and of heavy losses.

But just as things are becoming a bit more rosy, just as our courage has been restored, just when there appears a slight ray of hope, just when the macaroni industry has succeeded in adjusting itself to existing conditions and expected improvements, there suddenly appears a cloud, unexpected and ominous. The cloud referred to is the Domestic Allotment Plan, an unfair class legislation labeled "farm relief" seeking to help indefinitely one low income group by definitely and exorbitantly taxing another group that is equally depressed, financially and in spirit.

The measure as now proposed would place a special tax of one hundred per cent on the processors of wheat, in our case to be paid to the growers. It has been passed by the House of Representatives and is now before the United States Senate with fair prospects of adoption in an amended form. If passed and finally approved by the President the proposed legislation offers a serious threat to the very existence of the macaroni industry in this country whose basic raw materials will thus be so heavily taxed.

At the insistence of the National Macaroni Manufacturers Association, by the example of the leading manufacturers in the industry and the irrefutable arguments presented by the durum millers and other interested allies whose welfare is likewise at stake, the macaroni men last month launched a combined, determined attack on the measure in the hope of defeating the proposed one hundred per cent tax on macaroni products. Just what effect this protest will have on the Senators and their final vote on the plan time only will tell.

The united action in opposition to the Allotment Bill by the manufacturers and allied is commendable. That this industry has made known its attitude in no uncertain terms is but another proof of what can be done by a united group, fully aroused and properly counseled. We have made a united fight and whatever may be its effect on the proposed legislation it has served to prove the value of coöperation and bring added support to the National Macaroni Manufacturers Association that has so ably and unselfishly led the fight against this unfair, special tax on its products.

Buy American Products

To counteract the "Buy British" suggestion approved by the imperial economic conference held in Ottawa, Can., last July, American leaders are giving more and more support to the "Buy American" movement launched last fall as a means of spurring production and consumption and diminishing the unemployment problem. "Buy American" clubs have been formed in many cities and the idea has met with instant approval in numerous business groups.

For years the American Macaroni and Noodle manufacturers in this country have strongly recommended the purchase of American made macaroni products not only because of their high quality but for the added reason that the basic raw materials are American grown and the increased use of this domestic food product will help bring to the wheat grower the natural relief of which he is in need, and for the further reason that the production of domestic macaroni products gives employment to workers in this country.

The movement has much merit. It should not be looked upon as a selfish move on the part of Americans to give preference to American products. All nations, or nearly all, have adopted the same idea in some way or another. Newspapers have for months shown cartoons reproduced from publications in other countries fully supporting the "buy at home" idea. At no time has America looked upon the suggestion as a boycott of American goods and foreigners will be equally considerate of similar action here, having the same objective.

Because the proprietors of macaroni and noodle factories in this country, with rare exceptions, have equipped their plants with American machines, use only American grown and American milled wheat in the manufacture of their products, give preference to American eggs, buy American made boxes and all other materials used in making, curing and shipping their products, this industry can readily and conscientiously approve of the plan to encourage the use of domestic products as a means of encouraging business and giving increased employment.

The business man who is earnestly concerned in bringing about the business betterment which all are hopefully awaiting will inquire about the source of the products used in his plant and will whenever possible give preference to those made or produced in this country, buying foreign goods only when it becomes absolutely necessary to meet his requirements. The movement to "Buy American Products" has made rapid strides within the past six months and will continue to grow.

Macaroni Industry in Important Midyear Meeting

Manufacturers Confer in Chicago on Problems Confronting the Trade-- Association Directors and Durum Millers Discuss Credit Extensions --Executive Committee of National Association Plans Annual Convention Program

As customary in recent years an open meeting of the macaroni manufacturing industry was held in Chicago, Jan. 23, 1933 during the week of the Canners convention which is always attended by many macaroni manufacturers, leading wholesalers and distributors.

Nearly 60 representatives of the macaroni industry and allied trades conferred at the Palmer House as guests of the National Macaroni Manufacturers association.

Alfonso Gioia, president of the National association, presided assisted by Vice President G. G. Hoskins. Five major topics for discussion and consideration were presented, taking up the entire day. These topics in order presented were: (1) Curtailment of credit on semolina and flour purchases. (2) The Macaroni Amendment to the Federal Food Act. (3) A radio advertising program. (4) Unreasonably low wages condemned. (5) Objection to the Domestic Allotment Bill.

Favor Reduced Credits

Vice President G. G. Hoskins, selected by the Directors-Millers conference as spokesman for the group reported an agreement had been reached with the durum millers whereby the latter would put into effect immediately every reasonable means to curtail the extension of credit to semolina and flour buyers. It was generally agreed that the adoption of the "Arrival Draft Form of Billing" would be helpful in stabilizing prices and in putting all competitors on a par. The agreement reached during the conference between the directors of the National association and representatives of all the leading durum mills held the previous day met with the unanimous approval of those in attendance at the midyear meeting with the provision that under no circumstances should the new policy in any way affect the cash discount of not less than 1% now being allowed to cash buyers.

Push Passage of Amendment

As a companion measure to the "Arrival Draft Form of Billing," the proposed Macaroni Amendment to the Federal Food Law was agreed upon as an additional measure of relief from extreme competitive conditions created by poor grade, low priced products. The Quality committee which has the proposed amendment in charge was instructed to use every reasonable means

to bring about its early adoption by Congress. Chairman Martin Luther of the Quality committee reported that all objections on the part of macaroni manufacturers to the proposed amendment had been withdrawn; that the macaroni amendment is being sponsored in the Senate by Senator Henrik Shipstead of Minnesota; that it was up for passage by unanimous consent at this session early in January, but action thereon was delayed because of the filibuster that held the Senate inactive during January. Dr. B. R. Jacobs explained the bill as one which would give the Secretary of Agriculture authority to establish a quality standard for macaroni products, as he is now empowered to do with respect to canned foods, and to require all goods below such standard to be so labeled. He expressed the opinion that favorable action would be taken soon and that a full report would be given at the June convention of the National association.

Operas Give Macaroni Message

Financed by the durum millers who are naturally interested in the sale of semolina-made macaroni products and sponsored by a group of manufacturers in the state of New York who specialize in semolina-made products, a series of radio records of 16 leading operas were made under the direction of the durum millers and of Alfonso Gioia, chief associate and Andrew Luotto, general manager of the American Macaroni Manufacturers association. This group is making the test campaign, utilizing the facilities of Station WOR, Newark every Sunday afternoon. General Manager Luotto reported much public interest in the radio advertising of macaroni products. It was proposed that the National Macaroni Manufacturers association assume control of the records so as to license members to use the recording of these operas in radio advertising over local stations at no expense other than for station time. Under the license agreement with the durum millers represented by the Livingston Economic Service a distinguishing seal is provided for use on the packages of supporting manufacturers.

Arrangements were made for the reproduction of one of the operas to show the high quality of the recording and to convince the macaroni industry that it was being offered, at no expense, recordings that otherwise cost many thousands

of dollars. Those who heard the sample broadcast were loud in their praise of the quality of the recording.

Definite action was postponed until the June convention and a special committee was appointed to draft a workable plan, especially with regard to the identifying seal to which there was raised much objection. The committee appointed by President Gioia consists of Messrs. Hoskins, Schmidt, LaMarca, Freschi and Tharinger.

Starvation Wages Condemned

In the belief that every employe in a macaroni and noodle plant is entitled to and should have a fair living wage and on the expectation that more nearly uniform wages in plants would help to eliminate some of the destructive competitive practices now prevalent in the trade, the macaroni manufacturers went unanimously on record as condemning extremely low wages as injurious to the individual as well as to the industry and harmful to the country at large. Speakers charged that 90% of the manufacturers were selling "prices" and not macaroni and that the macaroni manufacturers were quite generally listed as "suckers" for the jobbers who too often set the price to be paid for macaroni products. To show the industry's attitude toward the unfair low wage scale prevalent in some sections, it was voted to send a copy of the resolution adopted to the Department of Labor through the Washington Representative of the National association and seek its cooperation in the elimination of starvation wages paid in the plants complained of.

Allotment Plan a Serious Threat

The proposal to help the farmer through a special tax to be paid by processors of wheat and other products, known as the Domestic Allotment Plan developed a lively discussion. Those in attendance were finally brought to a full realization of the threat against the very existence of the macaroni manufacturing industry if the bill is adopted in its present form and competitive products left untaxed. The meeting agreed that a combined onslaught should be made by the macaroni industry against the measure. Senators were to be appealed to for protection against this unjust legislation. Dr. Jacobs was authorized to represent the association at hearings before the Senate committee in opposition to the bill and

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the manufacturers, association members and nonmembers alike, were to be urged to notify the Senators of their unyielding opposition.

Luncheon was enjoyed between the 2 sessions, all present being guests of the National Manufacturers association. At the conclusion of the meeting it was voted one of the best ever held by the industry, the benefits of which would accrue to all in the trade irrespective of the fact that action was under the supervision of those who are association minded and who unselfishly devote their time and money in promoting cooperative group action from which supporters and others equally benefit.

The Executive committee reported that plans are under way for a 3 days convention in Chicago with headquarters in the Edgewater Beach hotel. It is to be the thirteenth annual conference of the macaroni industry of America under the auspices of the National Macaroni Manufacturers association, and with the added attraction of the Century of Progress exposition to be held in Chicago next summer is expected to attract the largest attendance of macaroni and noodle makers in the history of the trade. The dates are June 19, 20 and 21, 1933.

Only one business session a day is planned, giving all ample time for visiting the fair after the conclusion of the business of each day. Sessions will be from 9:30 a. m. till 2:00 p. m. with no evening meetings. One whole session will be devoted to the work of the Washington office of the National association, which should be the high light of the meeting in the face of changing conditions and new legislations.

Among those seen in attendance at the midyear meeting were:

Alfonso Gioia, A. Gioia & Bro. Rochester, N. Y., president National association.
G. G. Hoskins, The Foulds Milling company Libertyville, Ill.
Frank L. Zerega, A. Zerega's Sons, Inc. Brooklyn, N. Y.
B. R. Jacobs, national representative Washington, D. C.
Joseph Freschi, Mound City Macaroni Co., St. Louis, Mo.
John V. Canepa, James Canepa, F. J. Clausen, John B. Canepa Co. Chicago.
G. Viviano, V. Viviano Bros. Macaroni Mfg. Co. St. Louis.
C. B. Schmidt, Crescent Macaroni & Cracker Co. Davenport, Ia.
James T. Williams, A. W. Quiggle, A. F. Krueger, Creamette Co. Minneapolis.
Henry D. Rossi, Peter Rossi & Sons Braidwood, Ill.
C. R. Jones, Domino Macaroni Co. Springfield, Mo.
W. A. Kasper, Pfaffman Egg Noodle Co. Cleveland.
J. A. Diamond, Gooch Food Products Co. Lincoln, Neb.
Frank J. Tharinger, Tharinger Macaroni Co. Milwaukee.
Joseph Viviano, E. W. Pica, Kentucky Macaroni Co. Louisville.
Peter Palazollo, Palazollo Macaroni Co. Cincinnati, O.
R. V. Golden, West Virginia Macaroni Co. Clarksburg, W. Va.
A. I. Grass, I. J. Grass Noodle Co. Chicago.
R. B. Brown, Fortune-Zerega Co. Chicago.
G. La Marca, Prince Macaroni Mfg. Co. Boston.
James M. Hills, Grocery Store Products New York, N. Y.
Peter Viviano, Viviano Macaroni Mfrs. Corp. Chicago.

William Culman, Atlantic Macaroni Co. Long Island City, N. Y.
Frank Traficanti, Traficanti Bros. Chicago.
Louis S. Vagnino, Faust Macaroni Co. St. Louis.
Mrs. Mayme B. Rogan, National Macaroni Co. Libertyville.
Mrs. Harry Wibracht, G. R. Smith, Checker Food Products St. Louis.
Lloyd M. Skinner, Skinner Mfg. Co. Omaha, Neb.
Thomas Viviano, S. Viviano Macaroni Mfg. Co. Carnegie, Pa.
Andrew Luotto, American Macaroni Manufacturers Associated New York.
John A. Fischer, Pillsbury Flour Mills Co. Minneapolis.
Martin Luther, Geo. S. Hardenbergh, Minneapolis Milling Co. Minneapolis.
W. E. Albright, Commander-Larabee Corp. Chicago.
C. P. Walton, E. J. Thomas, O. Tardella, Capital Flour Mills Minneapolis.

George B. Johnson, Washburn Crosby Co. Chicago.
H. P. Mitchell, General Mills Buffalo, N. Y.
John F. Diefenbach, J. E. Coolbroth, Amber Milling Co. Minneapolis.
W. E. Wooley, Minneapolis and John P. Crangle, Chicago, Duluth-Superior Milling Co.
Alex Graif, G. L. Fabre, W. M. Stienke, King Midas Mill Co. Minneapolis.
J. J. Padden, Crookston Milling Co. Crookston, Minn.
Charles Johnson, Charles F. Elmes Engineering Works Chicago.
Carmino Surico, Clermont Machine Co. Brooklyn, N. Y.
Frank A. Motta, Champion Machinery Co. Joliet, Ill.
Conrad Ambretto, Consolidated Macaroni Machinery Co., p. Brooklyn, N. Y.
H. K. Becker, Peters Machinery Co. Chicago.
M. J. Donna, secretary-treasurer Braidwood, Ill.

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



One of the attractions of the exposition of interest to all Americans is Fort Dearborn, one of Chicago's most thrilling historical monuments, constructed on the beautiful shores of Lake Michigan for the 1933 Century of Progress. Near that spot, a century ago, stood the original Fort Dearborn and still nearer the site of the present monument occurred in 1812 the massacre by Indians of the brave inhabitants of the Fort. The photograph shows, left to right, the officers barracks, a corner of the blockhouse, the powder magazine and the soldiers' barracks.

Macaroni 15 Cents a Pound

While the macaroni industry is lamenting about the profit robbing price wars that find good macaroni being sold as low as 5c a pound wholesale, and while retailers complain about the slight margin of profit allowed them for handling these products, the U. S. Department of Labor seems unable to find the ridiculously low retail prices on macaroni about which there seems to be so much ado. In the January 1933 issue of the government's Monthly Labor Review there appears an article purporting to show the retail prices of foods in November 1932. Macaroni is shown as having been retailed on Nov. 15, 1932 at 14.9c a pound, a slight reduction from the prices that prevailed a year previously.

With retailers advertising macaroni,

spaghetti and short-cuts for as low as 4c a package of 8 ozs. and with manufacturers quoting 20 lb boxes of bulk macaroni for 60c, is it any wonder that the trade is interested in the figures reported by the government agency that claims its figures to be "compiled from simple averages of the actual selling prices received monthly by the Bureau of Labor Statistics of the United States Department of Labor from retail dealers in 51 cities?"

From the same source comes the information that from Nov. 15, 1931 to Oct. 15, 1932 there was a decline in the average retail price of macaroni of exactly 1c a pound while from Oct. 15 to Nov. 15, 1932 the decrease was but 2c a pound. Many macaroni manufacturers would be glad to contact the several retail outlets wherein the reported prices prevailed.

Macaroni Educational Section

By BENJAMIN R. JACOBS, Washington Representative

Macaroni Industry Unanimously Opposes Domestic Allotment Bill

The following statement representing the views of the National Macaroni Manufacturers Association was made on Jan. 31, 1933 before the Senate Committee on Agriculture and Forestry in Washington in connection with the views of the Macaroni Industry on the Agriculture Relief Bill:

Mr. Chairman and Gentlemen of the Committee:

The Macaroni Industry produced in 1931 approximately 550 million lbs. of macaroni products. In the production of these products we used about 12 million bu. of durum wheat and 6 million bu. of other hard wheats. Our Association represents about 30% of the manufacturers and about 70% of the tonnage. Our Association had its midyear convention in Chicago on Jan. 23 and at that time I was authorized by the Association to represent it here at these hearings and to present the views of our industry as represented by the Association. The Board of Directors gave serious consideration to this legislation and opposed it unanimously. The membership of the Association also considered it and opposed it unanimously. They are opposed to it mainly for two reasons—first, they are of the opinion that it will not give the proposed relief to the producers of wheat, and second, because even if it did accomplish that objective they are opposed to the manner of collecting the tax, and the source from which it will be collected. The raw material from which our products are made is Durum wheat. It is raised in 4 or 5 of the northwestern states but principally in North Dakota. It is an entirely different commodity from ordinary wheat as it is not used for bread making purposes, neither can it be used for pastry and crackers or other bread-stuffs. It is primarily and essentially a macaroni wheat and in fact it is also known as "macaroni wheat." Our industry is at the present time and has been for the past year or more, on a very low production basis. We are having difficulty disposing of our products even at the present prices. We are absolutely convinced that if this tax is added to our raw material we will not be able to sell in competition with other foods that are not so taxed. We are also absolutely sure that if we cannot sell our products there is no other outlet for durum wheats and that therefore in effect this tax will be paid by the producer of this wheat. Macaroni products are now selling for 60c per 20 lb. box in a good many markets. It is quite certain that at this price we cannot absorb any of this tax and it is also quite certain that if we are to double the price the users of our products will shift to something else. It must be remembered that every food is competing

today with every other food for a place on the table and that very slight raises in prices eliminate some foods without difficulty. With such a low per capita consumption as we have at present it is safe to say that in many homes macaroni products are almost unknown. We have in this country a foreign population where the per capita consumption is not probably as high as it is in Europe, but we may safely say that it amounts to 25 or 30 lbs. If proper deduction is made for this high consumption and our average is only 4 lbs. per capita it can be readily seen that there must be many homes where our products seldom enter. In the past three years we have spent nearly 2 million dollars fighting for a place on the American table and we have not as yet seen but very little benefit for this expenditure. This is because every other food product is fighting the same battle and also because there has been a tremendous reduction in the purchasing power of the American family.

We therefore do not believe that the farmer, the producer of durum wheat, will receive the benefit that he is supposed to receive under this bill.

Claims have been made by the advocates of this bill that its administration will be a simple and inexpensive matter. The bill to our mind affords all kinds of temptation for evasion—for profit evasion—even more so than is afforded in the liquor traffic. There are 23,000 mills in this country which can grind wheat, besides there are hundreds of other small mills which are not considered commercial but which grind for small communities from one to five barrels per day. If this bill is to be effective all of these must be policed and if this is not done it will result in a traffic of large quantities of nontaxed wheat products competing with those that are taxed, resulting in disaster to manufacturers of wheat products. In this connection I want to call your attention to Section 17, Page 20, referring to low value products. If this bill is to pass, more specific definition of what constitutes low value products should be incorporated in the act. There is no doubt that low grade flours can be used for food produced by the manufacturers of almost any food where the high grades are used. If these are exempted from the tax these will compete unfairly with the taxed product. Our industry is in a peculiar position in this connection. Under the Federal Food and Drugs Act our products must be made from flour or semolina or farina which are the purified middlings of wheats. On the other hand bread and other bakery products need not be made

from wheat. In that connection I wish to say that we will see a degree of substitution in the manufacture of bread the like of which we have not seen. During the war I was connected with the Food Administration. At that time the baker learned to use substitutes for flour, in many cases as high as 30%, and we will return to that condition with a resulting substantial decrease in the consumption of wheat. If I am not mistaken during the war there was a reduction of about 15% in the domestic consumption of wheat. This was largely brought about by the substitutes forced upon the baker and upon the housewife by the Food Administration. It is almost 15 years since the war ended and the prewar consumption of flour has not been restored. But even if the farmer did receive the full benefit of this act we would still be opposed to it because of the source that is expected to supply the revenue. It goes without saying that the proponents of this bill would consider it a success if the farmer received the benefits provided therein and the consumer paid them. I want to submit that the consumer is less able to pay them than is the farmer. Last fall when the sales tax was under consideration by the Congress it provided an exemption of foods and of the cheaper clothing if I remember correctly, on the grounds that that tax would fall most heavily on those least able to pay. The fact that the sales tax failed was due largely to the fact that there were not a sufficiently large number of exemptions. Congress has discarded the sales tax and now seriously proposes to tax the very items that were exempt under that tax for the benefit of the farmer. It now proposes to increase that tax by 4 thousand or 5 thousand per cent on the grounds that the farmer needs it. It must be remembered that in all industries there has been a reduction in employment anywhere from 15 to 85% and that millions of the city's unemployed are living on charity. Most of those are receiving not more than \$3 or \$4 per week per family. Congress considers placing a tax of 100% on the very items on which the unemployed subsist. Someone said here last week that unless the farmer got this relief he was ready for a revolution. I do not believe that the farmer will revolt because he cannot make a profit but I do believe that the unemployed who are now subsisting on charity and who have a difficulty in keeping a roof over their heads may revolt if this is taken away from them or cut in half as it is proposed to do under this bill. There is no question about the plight of the farmer. I do not desire to minimize

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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"

it. There is no question that something should be done to improve his condition but it should not be at the expense of those who are in reality worse off than he is. Above all whatever is done should be of a permanent and constructive nature and not a temporary relief which cannot be seriously considered as being any more than an experiment the success of which is very much doubted even by its advocates.

Display Staples

In its reasonable suggestions to managers of chain stores the editor of "Chain Store Management" recommends closer attention to staples to meet the demands of the postholiday buyers. With the passing of the holidays and the natural inclination of the housewife to supply a variety and perhaps more dainty foods, the winter foods demand will incline toward the more staple products. "Fancy buying of holidays is over but sales opportunities remain," says the popular publication, January 1933.

"It is probably safe to assume that women will be attracted most at this time of the year by those foods which are generally classed as staples. These are the items which should be given most prominence in the windows and in the store displays. Each store manager should let his customers know that he is promoting those foods in which they are most interested.

"In the meat line such items as hams, smoked sausage, bacon and liverwurst are likely to prove most popular at this time of the year. Display them up in front of the store, and many housewives will be reminded during the winter months and a suggestion of these items should please your customers. When a woman is looking around for ways to economize suggest to her that she take home a whole ham. It will supply meat for many purposes and at a reasonable rate.

"Chile and soups should likewise enjoy a large demand with the postholiday trade. Macaroni and spaghetti should be suggested with chile, or they should be suggested with cheese and tomatoes. Chile-mac is a dish that has become popular in recent years, and is a good seller during January and February. Spaghetti with tomatoes or cheese is another good dish for these months. All of these items arranged into a neat display should be very effective as a volume builder. The different items can be grouped together and each group priced. The customer is thus much more likely to take an entire group than if each item were displayed individually.

"Customers really don't eat less at this time of the year, but they are buying the staple foods. Good displays of these items which the housewives are buying will attract business. Store managers will find that January and February can be busy months and that there is a job to be done every month of the year."

ISN'T IT TRUE?

Many a man who takes a chance would be mighty glad of a chance to put it back.

Resolutions Adopted at Chicago Meeting

Action taken by macaroni men indicative of their attitude to national legislation and association policies.

Resolutions were unanimously adopted at the several meetings of the National Macaroni Manufacturers Association, held in Chicago, Jan. 22 and 23, 1933, as follows:

Arrival Draft Form of Billing

Be it resolved, that the National association fully approve of resolution entitled "Arrival Draft Form of Billing" and subsequent action taken thereon by the Executive Committee and Board of Directors.

The resolution referred to was adopted by the Board of Directors at its meeting, June 16, 1932, following the Niagara Falls convention which authorized a conference with the durum millers on the subject. It reads:

Be it resolved, that the N. M. M. A. represented by its Board of Directors, do hereby recommend to the Durum Millers and such other millers as supply semolina, farina or flour to macaroni manufacturers to uniformly establish the NET ARRIVAL FORM OF BILLING because in the opinion of the N. M. M. A. the policy of extending credit terms to manufacturers is detrimental to the industry.

That manner of advising durum millers and giving this resolution publicity be left to the Executive Committee.

Adopted by midyear meeting by unanimous vote.

Radio Program With Identification Seal

Be it resolved, that president appoint a special committee to cooperate with the Livingston Economic Service, Inc., in preparing a workable plan concerning the radio program and identification seal for presentation to the June meeting of the N. M. M. A.

That the program be given every possible publicity between now and convention to fully acquaint all manufacturers with its aims and purposes. (Unanimously adopted.)

Low Wage Protest

Be it resolved that the N. M. M. A. strongly condemns payment of extremely low wages to employes in macaroni and noodle plants, because they are unfair to the individual, injurious to the industry and harmful to the country. That a copy of this resolution be sent to the U. S. Secretary of Labor through our Washington representative. (Unanimously adopted.)

Oppose Allotment Plan

Be it resolved that Dr. B. R. Jacobs be authorized to appear at all hearings in opposition to the Domestic Allotment bill. (Unanimously adopted.)

"Hedging" or "Marginal" Charge

Be it resolved that when consideration is given the suggested "Arrival Draft Form of Billing" at our June convention we also consider the matter of "hedging" or "marginal" charge of 50c a barrel on long term semolina and flour contracts, same if agreed upon, to be effective Aug. 1, 1933. That copy of this resolution be sent to all durum millers. (Carried unanimously.)

District or Regional Meetings

Be it resolved that we approve the idea of holding sectional or regional meetings as a means of promoting the association's work and that Vice President G. G. Hoskins be asked to submit a plan for said meetings at our June convention. (Unanimously carried.)

1933 Convention Plans

Be it resolved that our 1933 convention at the Edgewater Beach hotel, Chicago, June 19-20-21, be restricted to one session a day, starting at 9:30 a. m., lasting until 2:00 p. m., when final adjournment will be taken daily to permit attendance at "The Century of Progress" exposition. That one whole session be devoted to the various activities of the N. M. M. A. handled through Dr. Jacobs at the Washington office of the association. (Unanimously carried.)

Cash Discounts to Remain

Be it resolved in connection with the suggested "Arrival Draft Form of Billing" that under no circumstances should it affect the present cash discount of not less than 1% to cash buyers. (Unanimously adopted.)

Opposition to Allotment Plan Developing

In self protection against what is considered an unjust and uncalled for tax on wheat, the basic raw material used in macaroni making, the macaroni manufacturers have joined in a strong appeal to the fair minded Senators for opposition to the proposed special tax either by defeating the domestic Allotment Bill now before the Senate or amending it by eliminating most of its objectionable features. From replies received by the macaroni manufacturers from the leading Senators of the country there is every indication that the welfare of the processers of the products to be specially taxed have encouraged objection in unexpected quarters. Macaroni manufacturers in practically every state wherein the industry flourishes have joined the National Macaroni Manufacturers association in protesting passage of the measure that would put a prohibitive tax on their products and place them entirely out of line in comparative prices with untaxed competitive products. Many of the Senators merely advised that the protest would be given every consideration in the interests of their diversified constituency. An indication of the growing opposition to the constant and repeated requests for relief of the farmer as a class is indicated by the reply made to F. W. Becker of the Pfaffman Egg Noodle company, Cleveland by Senator Simeon D. Fess of Ohio which is quoted here in part.

"The farm relief agitation has consumed more time of Congress in both branches than any other one topic. During the last 20 years it has had more laws put on the statute books, many times over, than any other subject.

"In the 20 years I have been in Congress over 40 different statutes have been enacted looking to the aid of agriculture. During that time the Department of Agriculture, one of the youngest departments, has grown from an appropriation of a few million dollars to an annual appropriation that exceeds \$140,000,000.

"These items of legislation do not include the major legislation upon which agriculture depends more than any other item, namely the protective tariff, which protects the agricultural products of this country against those of the cheap foreign competitors. In the main this is the major legislation upon which American agriculture must depend. In the face of this legislation, including the ambitious program of more than 40 statutes, agriculture is not in a good condition.

"All sorts of proposals have been made to lift it on an equality with industry, including chiefly the equalization fee, the debenture plan and now the allotment plan. The equalization fee was rejected for many and obvious reasons. The debenture plan was likewise rejected for similar reasons. Now comes the domestic allotment plan to which you refer.

"This plan involves serious difficulties. First it proposes that the millers shall in addition to paying the current price of wheat, pay the tariff in the form of a tax in the treasury to be passed on to the consumer. That is if wheat was ruling at 50c a bushel in the market the miller would pay not only the 50c but would have to pay the 42c in the form of a tax to the Treasury.

"The theory is that the producer of wheat would get the subsidy directly from the treasury. In the first place, this cannot be because under the Constitution no money can be taken out of the treasury except by an appropriation authorized by Congress and signed by the President.

"A second objection is that this additional price would enhance the cost to the consumer, not only the 42c tariff requirement, but the profit made by the wholesaler added to the profit made by the retailer, so that the cost to the consumer would be pyramided probably \$1.50 to \$2.00 per bbl. of flour.

"Any such subsidy to the wheat producer would naturally stimulate new acreage resulting in severe overproduction. To avoid that the proponents propose that there should be allotted to each state its proportion of sowing wheat, so that overproduction could be avoided. This item has 3 objections:

"(1) It is un-American to dictate to the farmer what he can or can not plant without the permission of the Federal government.

"(2) The limitation of the crop, together with the administration of the subsidy would involve building up a huge bureau with headquarters in Washington and branches in every state that grows

wheat, the cost of which would ultimately fall on the farmer.

"(3) It would be both inequitable and unworkable in sections where the practice of rotation of crops is followed. For example, if the state has been producing 60 million bushels of wheat, and it was decided that it must cut that to 50 million, or a reduction of 10 million, this reduction would have to be on the individual farmer in proportion to what he has been raising. That would apply to the farmer who has been raising wheat, but it would not touch the one who has not been raising wheat. He, therefore believing that there will be a good price for wheat, will sow his acreage in wheat without interference by the law.

"In addition to these impracticable items there is a more serious one, which will become political in that it will throw into political controversy this whole problem. That is, if you do this for wheat only you will be taxing all the people for the benefit of the small proportion of our population engaged in wheat growing. Naturally that argument will be found to force the inclusion of cotton, tobacco and rice; and if you include these, livestock will be demanded for inclusion in the act. In fact all agricultural products will be at the door knocking for this relief, and if it is granted, then it covers all food and clothing, and we will be putting on a sales tax covering articles of food and clothing which have always been exempted from any sales tax proposal heretofore presented.

"Last session Congress defeated a manufacturers' sales tax, but that sales tax exempted both food and clothing. It is a general opinion that no sales tax will be enacted which would include in the items to be taxed food and clothing, but here is a proposition, which if enacted into law would put a sales tax on food and clothing without touching the other items that would be covered by the manufacturers' sales tax. In other words it would cover these items which all proponents of the sales tax would exempt from its operation."

Tharinger Company Elects

Charles H. Tharinger was elected president of the Tharinger Macaroni company, Milwaukee at the annual meeting of the company Jan. 26, 1933. J. G. Luehring was named vice president and Edw. L. Tharinger secretary-treasurer. The new president is one of the younger brothers of the Tharinger family that has controlled the company since its formation in 1912 when it purchased the Lorenz Macaroni company of that city. The same is true of the secretary-treasurer. The vice president has for many years served as salesmanager of the company.

A FIGHT FOR LIFE

The Macaroni Manufacturing Industry of America has its back to the wall fighting for its very existence. The adoption of the Domestic Allotment plan in its present form virtually means extinction of a business that has been developed through years of hardships, heavy losses and many worries.

Macaroni makers favor farm relief and the relief of all those in need, but feel that the burden of relief should be fairly and properly apportioned.

The united, determined attack launched by the macaroni manufacturers is evidence of what can be accomplished through organization.

Join Your Trade Association Now!

Secrets of Successful Trade Marking

By **Waldon Fawcett**

Written Expressly for *The Macaroni Journal*

Hitching the Trade Mark to the Display Container

If only all retailers used display containers in the way intended by macaroni and noodle producers the problem of planting the trade mark in the display picture could be safely left to the advertiser's preferences. That is to say it would not much matter whether the brand name was conspicuously printed on the body of the display carton, or positioned on a fold-down apron or perched on a cornicelike panel set atop the display when set up. In other words, if the display carton be given its normal and to-be-expected employment in the retail store a reasonably prominent trade mark reproduction would function 100% no matter what its position.

But unfortunately it appears that the store performance of the best planned display cartons is not always as per program. That absence of dependability is one of the discoveries of merchandising experts who have lately been making exhaustive studies of the details of package-food marketing. It isn't that these worthies have found the display container ineffective or incapable. Given favorable conditions and the quantity-holder will do all that its champions claim for it in lifting consumer units into the public eye. The rub comes in the state of affairs that so often allows the display vehicle only half a chance, or less.

To the mania for saving store space and for huddling grocery stock into the closest formation the investigators attribute the current repression of display containers. Indeed there are extreme cases where the management of chains of grocery and delicatessen stores have issued orders that display containers must be discarded altogether when received and the stock transferred to assigned space in the open shelf setup. This drastic course is not, however, common policy. But it has been found that the same influences of conservation of store space are operating to now and again "pocket" display containers. Some merchants seeking visibility for massed stocks have a habit of breaking down or folding under, wings and other features of display containers that are sometimes depended upon to proclaim the brand identity of the goods. Similarly it is not infrequently the fate of a display container to be partially shut off from the public gaze by other racks, stacks or display devices. Indeed it is not unknown for an unmethodical dealer to make a display container turn its back on its audience. From all of which prongs of dilemma it

may be sensed that the where-and-how of making the key mark on a carton unextinguishable is more of a problem than might at first be supposed.

Thus early in our examination it may be noted that there are 2 distinct schools of thought on the general subject. One school holds that the fate of trade mark on the outer or display container isn't after all very serious, because the vital "exposure" should be on the unit package itself, so placed, surely, as to be clearly visible when the unit is standing or lying in its place in the display assemblage. The other school favors a technique that regardless of how the trade mark figures in consumer-package copy, plays up the brand name or device for all it is worth on the consolidating container designed to serve as a counter case or self elevating display terrace. Especially does the latter contingent insist upon a high spot for the trade mark in the display container layout if the show-off carton is to participate intact in a window trim.

One sure fire strategy is open to the packager who is keen for some form or other of display container because he believes that it cultivates "impulse buying," thanks to facilitated trade mark recognition. The never fail formula is that which makes the display container necessary in a practical physical sense, for the support and carriage of the grouped consumer units. The plot is to necessitate the use of a holding carton if the single sale portions are not to be hopelessly scrambled if dumped on shelf or counter. Obviously it is not too easy to pretend that the conventional self contained consumer package of macaroni cannot stand on its own bottom, without company and without an outer pasteboard fence to lean against. Just which, if you please is the secret of why some packers of macaroni, noodles, etc., have turned to the use of cellophane bags for their junior packages. It is all but compulsory in the case of bags, to provide either a traylike container that will stay with the goods until dispensed, or else to mount the bags on a display card. In either event a miniature trade mark billboard can keep its place in the sun until the lot is closed out.

Even if a marketer feels that the best way to inject a trade mark into the atmosphere of a display container is to make the mark dominate each individual package which makes up the container assortment, yet is he bound to recognize a deepening urge to "placard the outer walls." Such are the consequences of

recent trends. Primarily, behold that latter day trend which assigns more consumer units to the standard display container. Say a dozen or even 2 dozen unit packages, where 6 or even 3 made a group in days gone by. With the larger number of units foregathered all the rules of display allow less observer-attention for each component member, and less accordingly for each of the many repetitions of brand imprint. On top of the trend above mentioned and growing out of it is the sympathetic trend to closer formation or snigger grouping of the unit packages. With the individual packages tightly bunched and each visible only on its smallest dimension, it is only too true that the trade mark on the consumer package has less chance to register with the shopper.

Part of the deepening disposition to play up the trade mark on the display container in tune with the display on the subpackage, is explained by the circumstance that latterday display cartons afford so many advantages over the old models. Time was when the display stunt consisted in lifting the lid of the carton, exposing to view the silent salesmanship there arrayed. This pattern was all very well when there were comparatively few display containers vying with one another for counter and show window space. The tune changed with the multiplication of rival containers until footage was at a premium. Bent upon edging into an already crowded store on the plea that sites of minimum size were sufficient, the strategists evolved the latter day "skyscraper" or "setback" type of display container which makes a pyramid of its contents in such fashion as to expose nearly the entire face of each individual package. By giving the utmost of exposure to the inscriptions on each participating package the stepped species of display container might seem to lessen the need for trade mark emblazonment on the container itself. As a matter of fact the incentive to capitalize the container is stronger than ever, just because the newfangled display container is so much more in the open and rears its trade mark and other signboards so much nearer the eye level of shoppers and spectators.

If space is limited on the display container and long range visibility is the objective, a simple open face macaroni mark is a blessing. Should the marketer be committed to a complex, compound trade mark he may be tempted to condense it

...A better semolina, even in granulation and rich in color for macaroni manufacturers who realize that quality is the surest and most permanent foundation on which to build a bigger and better business



KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

for display purposes, by focusing attention upon the essential and dominant element of the trade mark. That practice savors of playing with fire ordinarily, because the individuality of a trade mark is measured legally by the impression the mark makes as a whole. Even so the brander who is put to it to establish continuity between a display container and its brood of individual packs may conclude that it is a fair gamble to skeletonize the trade mark for parade purposes and rely upon the complete trade mark on the goods to sink into the consciousness of customers as a guide to repeat orders.

A very special solicitude for proper and lasting trade mark exhibitionism is in order in the case of permanent or long-lived display containers, the racks, cases, bins or what not, which stay put in the store and are refilled at need with packaged stock. A display maker destined for the long pull should just naturally have an extra care for its trade mark associations. But more than that, as an inducement to magnify the trade mark is the fact that if a retailer is persuaded to give space to a permanent display or self selling, self serving device he may be relied upon not to tamper with the advertising features and name plates that are permanently attached.

Favorite February Recipes

Among the many favorite recipes recommended for the winter months as appearing in the leading magazines that appeal to the women are found many that suggest macaroni and noodles. Not only because of their high food value but because of the economy and ease of preparation. Here are 3 prize winners.

French-Italian Dinner

To one pound of cooked hamburger add the contents of a saucepan in which 3 green peppers, 3 carrots, 3 onions (all diced), one can of peas and one can of tomatoes have been cooked, with just enough liquid to cover. Cook with the meat about 10 minutes, add salt, pepper and paprika to flavor. Any piquant sauce may be added, if desired.

Rim the outside edge of a large serving platter with cooked spaghetti over which has been poured Italian sauce and covered with Italian cheese. Into the center of the dish pour the cooked vegetables and meat.

This makes a very tempting meal for jaded appetites.

Hungarian Noodle Gou'ash

| | |
|-------------------|------------------------------|
| 2 cups noodles | 1 cup salt pork, diced |
| 2 pounds beef | ½ cup diced onions |
| 2 cups tomatoes | 2 cups diced carrots |
| 1 stalk celery | 2 tablespoons minced parsley |
| 1 green pepper | 1 teaspoon salt |
| chopped | 2 tablespoons flour |
| ¼ teaspoon pepper | |
| 4 cloves | |

Cut beef in inch cubes, and roll in flour. Cook pork in frying pan, add the beef and cook until brown, stirring constantly. Add sufficient water to prevent sticking. Cover. Cook until meat is tender. Add vegetables, cloves, seasonings, and sufficient water to cover. Simmer

until vegetables are tender. Serve with the noodles which have been cooked in boiling salted water.

Dried Beef and Macaroni

| | |
|----------------------------|-----------------------------|
| 1½ cups macaroni | ½ pound dried beef |
| 2½ cups medium white sauce | ½ cup buttered bread crumbs |

Cook macaroni in boiling salted water until tender. Drain. Butter a baking dish and fill with alternate layers of macaroni, dried beef cut in small pieces and white sauce. Cover with buttered bread crumbs. Bake in a medium oven (425° F.) until nicely browned.

Lincoln and His Human Quality

Perhaps the most important historical research of the past year, in the opinion of the Washington authorities, has been the finding of many new and enlightening facts about Abraham Lincoln. Historians regard Lincoln as one of the "little known" Presidents, because a large part of the documentary evidence of his career has been lost by fire, while another considerable part of it is impounded and



inaccessible owing to stipulations of his relatives.

The most interesting "find" of the past year is a full and complete account of Lincoln's pardoning of a young Confederate soldier, condemned to death as a spy after the battle of Gettysburg. The story told by the soldier's daughter is given to the public this month in an extended form by the Woman's Home Companion. It sheds new light on the human qualities of the great wartime President. Excerpts from the story will be read or recited at many observances of Lincoln's birthday throughout the country, especially those sponsored by women's clubs.

The condemned man was Thomas T. Brown and his daughter, now living in New York, is Mrs. Alice Albertson. "The news of my father's arrest and death sentence reached my mother, who was living inside the Confederate lines at Alexandria," writes Mrs. Albertson.

"The shock nearly killed her. But she decided to find some way of getting to Washington, where he was being held as a prisoner in the Old Capitol Prison. Once there, she hoped to help him somehow. She risked her life getting through the lines to Washington. Then she found her efforts to see her husband blocked everywhere. A personal appeal to Secretary Stanton was in vain. Finally she decided to go straight to Lincoln. After heart-breaking delays she obtained an appointment. Taking her baby with her she put her case direct to the President. He heard her patiently and even took the baby in his arms as a means of putting the frantic mother more at ease. The baby, blue-eyed and innocent, cooed at the President and called him 'Papa.'

"Lincoln smiled. Then he sat down at his desk and wrote something on a sheet of paper. Whatever it was that he wrote it obtained the release of Private Brown 3 days later."

There isn't much more to the story. A short time later the hearts of the reunited Browns thrilled to the living words of the Gettysburg address. A year later they read the magic phrases of Lincoln's creed and philosophy—"with malice toward none, with charity for all." And then came the final blow which sent a whole nation into mourning. To these 2 his assassination meant more than the death of a beloved President: it meant the passing of a benign spirit who had for a moment laid his kindly hands upon them.

February Contrasts

The month of February gave us Lincoln and Washington.

Lincoln was born in poverty. Washington was raised in wealth.

One lived in a log cabin; the other on a large plantation.

Lincoln's father was a poor carpenter. Washington's father was a plantation owner.

Lincoln had less than a year's schooling. Washington enjoyed such educational advantages as were available in his day.

In early life each developed a passion for clean, manly sports. Lincoln had great physical strength. Washington made up in energy what he lacked in strength.

Lincoln had no use for slavery. Washington was a slave holder.

Lincoln detested war. Washington lived and died a fighter.

With each, character stood out in bold relief. Lincoln had remarkable human understanding, a great heart and great moral strength. Washington was known for fair and sound judgment—and for truth.

Opportunity? Heredity? Environment? I wonder. Just write your own answer.

When a motorist of this age stops, looks and listens there's usually something wrong with his engine.

Consolidated Macaroni Machine Corporation

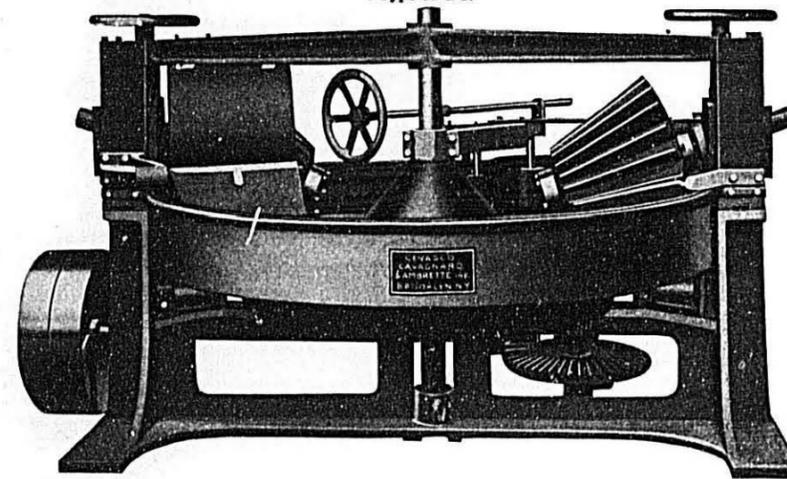
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K-G-R



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

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

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

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

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

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

Commercial Standards - - Their Purpose and Utility - -

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

A modern trade association is a leader of constructive thought in its industry. I believe that many industrial organizations today look to their trade associations not only to keep the industry out of trouble but to direct its course toward ever increasing efficiency, service and good will. Experience proves that *Voluntary Co-operation or Self-Government by Industry Is A Success*.

The establishment of Commercial Standards or Simplified Practice Recommendations is generally recognized in business as a sure method of elimination of excess variety in industries where excesses prevail. The Commercial Standards Group offers its services to all business interested in our purposes, definitions of which were given in Part One.

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

PART TWO—PURPOSE

Today there are many manufactured articles the outward appearance of which is so similar as to baffle any ready comparison of quality by the large majority of buyers without resort to elaborate or expensive laboratory tests, and as a natural consequence these goods are purchased on a price basis with some regard for outward appearance but with little discrimination as to real quality except as disclosed after repeated and expensive experience.

It is true that there is an ever increasing number of specifications adopted by engineering and technical societies and trade associations available to the large consumers who have long recognized the advantages of purchasing to accepted specifications, and there has been notable progress, through the efforts of the American Engineering Standards committee, toward unification of such specifications as well as safety codes, methods of tests, standard practices and the like.

The purpose of Commercial Standards is to facilitate for the small as well as the large purchaser the specification method of buying and to make that method effective as far as practicable without constant resort to tests. In its essence the commercial standards procedure encourages an entire industry to select and endorse a suitable standard of quality from among recognized engineering society or trade association specifications, whereupon the Bureau of Standards gives its recognition by official publication, by the preparation of a "willing to certify" list, by broadcasting the printed pamphlet, by encouraging the use of self certifying labels, by publication of foreign transla-

tions through the Bureau of Foreign and Domestic Commerce, by conducting periodical audits of adherence, by facilitating frequent revision and by otherwise accelerating its use.

The commercial standards service is in no sense a duplication of the standardization activities of such organizations or associations. Its function is not the formulation or preparation of specifications but rather the greater recognition and utilization, the determination of adherence to, and further effectiveness of specifications submitted by such organizations and associations. Thus it will be seen that the service is mainly promotional in character for such specifications as are selected by industry for adoption as a basis for daily commerce.

From the viewpoint of the *producer*, a Commercial Standard—

- (A) AS REGARDS PRODUCTION
- (1) Reduces waste in manufacture through—
 - (a) Longer runs, less frequent change
 - (b) Higher rates of individual production
 - (c) More accurate estimating for production
 - (d) More effective stock control
 - (e) Better and simpler inspection
 - (f) Less equipment
 - (g) Fewer raw materials
 - (h) Cheaper handling of stock
 - (i) Reduced overhead
 - (j) Closer cost accounting
 - (k) Improvement of design.
 - (2) Improves relations with labor by—
 - (a) Higher earnings through increased individual production
 - (b) More permanent employment
 - (c) Easier training of new employes.
 - (3) Increases turnover.
 - (4) Lowers selling cost.

- (B) AS REGARDS MARKETING
- (5) Increases his confidence by
 - (a) Providing an honest, straightforward openly-arrived-at, nationally-recognized basis for daily trade
 - (b) Setting a minimum limit or dead line below which quality shall not be allowed to fall
 - (c) Creating a better understanding between buyer and seller thus reducing possibilities for error and litigation
 - (d) Reducing the variety of specifications for the commodity
 - (e) Steadying demand.
 - (6) Establishes a thoroughly recognized basis for certification of quality.
 - (7) Increases good will among customers due to—
 - (a) Certified quality of product
 - (b) More prompt delivery
 - (c) Reduced variety
 - (d) Better quality of packing
 - (e) More accurate labeling.
 - (8) Increases directness, forcefulness and effectiveness of national advertising.
 - (9) Promotes self government in business.

From the viewpoint of the *wholesaler and retailer*, a Commercial Standard—

- (1) Increases confidence and good will by the same means as listed under producer viewpoint above.

- (2) Lowers stock investment through reduced variety.
- (3) Increases turnover by
 - (a) Greater concentration of stock and sales effort
 - (b) Stabilizing demand
 - (c) Reducing obsolescence and depreciation.
- (4) Reduces overhead due to
 - (a) Handling
 - (b) Accounting.
- (5) Improves service by
 - (a) Quicker deliveries
 - (b) Easier replacement.

From the viewpoint of the *purchaser*, a Commercial Standard—

- (1) Gives greater confidence and assurance of quality and quantity.
- (2) Provides definite and thoroughly established basis for certification of quality.
- (3) Provides better fitness and durability for a specific purpose.
- (4) Insures easy replacement.
- (5) Permits earlier deliveries and better service.
- (6) Lowers prices as measured by value.

SUMMARIZING ALL VIEWPOINTS

A simplified line, made according to a Commercial Standard for grade and quality certified and labeled accordingly, backed by national advertising, represents a maximum of practicable protection to the consumer and a reliable source of profit and good will to the manufacturer and distributor.

(Part III to follow)

National Cannery Association Officers and Directors

Officers named for the ensuing year by the 26th annual convention of the National Cannery association, in addition to Mr. Hutchinson as president, are:

Vice presidents, Mark Ewald and Leonard E. Wood; secretary-treasurer, Frank E. Gorrell.

New directors are as follows: Frank Van Camp, Terminal Island, Cal.; H. E. MacConaughy, San Francisco; Ralph Brown, Rochelle, Ill.; G. C. Trego, Hooperston, Ill.; Bert Powers, Gaston, Ind.; F. E. Brewer, Marshalltown, Ia.; Morrill Allen, Portland, Me.; Bruce H. M. White, Brunswick, Me.; H. W. Woodward, Easton, Md.

James M. Shriver, Westminster, Md.; Cassius L. Kirk, Bozeman, Mont.; William H. Ritter, Philadelphia; Lucius E. Hires, Salem, N. J.; J. V. McInnes, Oakfield, N. Y.; John Hinton, Reedville, Va.; J. C. Richenderfer, Everson, Wash.; C. O. Davidson, Horicon, Wis.; King Weeman, Clintonville, Wis. (to fill unexpired term of late Mr. Greb).

Food Adulteration An Old Racket

Whether he realizes it or not the manufacturer of quality macaroni who is fighting the spurious, adulterated brands as "destroyers of faith" and "reducers of consumption," is merely carrying on a war that started in the early ages and that has continued through the centuries. Appeal to reason has failed to stop the practice. Fines against the producers of adulterated goods have not proved a permanent cure, and prison sentences for all adulterators of food products seems to be the only remedy for the malady that has affected business through the ages. At least that is the recommendation of Dr. William I. Sirovich, member of Congress and author of a series of articles appearing daily in the New York Mirror under the title of "The Truth About Foods."

The article reprinted below, and with due credit to the author and the newspaper, is interesting for its historical facts and for its bearing on current conditions:

Adulteration of food is not a new racket of recent growth. It has been practiced by all peoples from the start of recorded time. It is likely that the apple handed to Adam by Eve was a bad apple, or maybe it was something that seemed like an apple but was something else.

Pliny, the elder, complained that "white earth" was added to the bread baked in his day. In Athens, while the Athenians were building the Parthenon, a row was raised by the workmen that their wine was being adulterated and a special officer was named to prevent this. To this day some of the island Greeks tone their wine, the famous Samian wine of poetry, with resin!

A brewer of Norman, Eng. got his name in the famous Domesday Book among the notables of the time of William the Conqueror and was heavily fined for adulterating beer and was exposed to the gibes of the citizens as he was drawn around the town in a cart, like Ireson, of the 'orrid' eart.

Cites Scriptures

"There is death in the pot" . . . (Kings, 2. IV:40) was cried to Elisha to warn him that the herbs of which the pottage was made were poison weeds of which he could not eat. This was cited by Frederick Acum in a book on adulteration which he had printed in London in 1820.

"Adulteration of Foods and Culinary Poisons" was part of the title of his treatise. Acum gave names and dates of those who were convicted of fraud in foods for 6 years before his book appeared, noting particularly that stale

beers were mixed with good beer, and that the universal drink of tea was brewed from adulterated leaves.

And here is a hammer that hits our present nail right on the head. In England in 1830 appeared a volume without an author's name attached. The book was on the adulteration of food by the "baker, brewer, grocer, cheese monger, pastry cook, confectioner, etc.," so most of the food purveyors were implicated. The anonymous author recommended that those found guilty of adulteration of food be exiled from England: "transported" was the term used, as fines were useless because of the large profits made by the adulteration which made it easy for them to pay their fines.

Prison sentences in the United States instead of fines would stop some of the adulteration now practiced here. This is the hammer to use.

In the early days of the United States much of the food was of local production and the seller of products had his angry neighbors to reckon with, but with development came extension of supply and with this came adulteration.

In 1880 the division of chemistry of the Department of Agriculture began to study the adulteration of foods. Massachusetts led the way for the states by passing a practicable food inspection law, and there was ample need for it even in Massachusetts. Thirty-five states have followed the lead of Massachusetts since then and Congress passed the Federal Food and Drugs Act in 1906.

THE TRUTH

In spite of the popular belief that Maldari's Dies are expensive, you actually save money, worry and trouble when you buy MALDARI'S INSUPERABLE MACARONI DIES, because their uninterrupted satisfactory performance keeps down production costs.

Ask leading Macaroni Manufacturers who have been using them for many years.

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"

The National Association Trade Mark Service

"Quaker Maid" in Controversy

To restrain the Great Atlantic & Pacific Tea company from further using the trademark "Quaker Maid" on its food products, Lee & Cady, wholesalers of Detroit, Mich., recently filed suit in the Federal court. In addition the plaintiff asks an accounting of all A. & P. profits from "Quaker Maid" foods in Michigan, Ohio and Indiana and resulting damages supposedly suffered.

Lee & Cady claim to have purchased sole rights to the trademark "Quaker."

from the Worden Grocer Co. of Grand Rapids, Mich., in January 1930, a trade mark that the latter had used since 1873. The suit is based on the basis that the term, "Quaker Maid"—the trade mark long used by the Tea company—is so much similar to the older one long used by the original owners of "Quaker" that it has caused confusion and ultimate damage.

The A. & P. maintains that the word "Quaker" as applied to foods, is an in-fringeable term, is in common use as a name for food products and that the

word cannot be termed the exclusive property of any one.

There is a natural interest in the suit among all owners and users of trade marks and its outcome will be eagerly awaited by others in somewhat similar situations. But the point to be made in this department is to emphasize the need of carefully studying the registrability of a trade mark and protecting one's rights to a mark properly registered, and rightfully one's property.

Original Color Designs Registrable

The Republic of Colombia, relative to registration of domestic and foreign trade marks, has ruled that "colors are not the subject of exclusive appropriations as trademarks, but a combination of colors which constitute a figure, or an original and distinctive design may be the subject of registration." This decision clears up a matter that has for some time been controversial.

Patents and Trade Marks

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 January 1933 the following were reported by the U. S. Patent Office.

Patents granted—none.

TRADE MARKS REGISTERED

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

Buy-Our

The trade mark of the Independent Macaroni Co., Inc. Mount Vernon, N. Y. was registered Jan. 3, 1933, for use on macaroni. Application was filed May 4, 1931, published by the Patent Office Oct. 25, 1932 and in the Nov. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since April 1, 1931. The trade name is in large outlined letters.

Bean-Roni

The trade mark of the Kansas City Macaroni & Importing company doing business as The American Beauty Macaroni company, Kansas City, Mo. was registered Jan. 17, 1933, for use on a combination of macaroni and beans. Application was filed Aug. 29, 1932, published by the Patent Office, Nov. 1, 1932 and in the Dec. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since Feb. 1, 1932. The trade name is in heavy type.

Soup-Roni

The trade mark of the Kansas City Macaroni & Importing company doing business as The American Beauty Macaroni company, Kansas City, Mo. was registered Jan. 17, 1933 for use on cut macaroni in soups. Application was filed Aug. 29, 1932, published by the Patent Office Nov. 1, 1932 and in the Dec. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since Feb. 1, 1932. The trade mark is in large, black type.

REGISTERED WITHOUT OPPOSITION

Leslie

The private brand trade mark of Cressey, Dockham & Co., Inc. Salem, Mass. was registered without opposition Jan. 24, 1933 for use on macaroni, spaghetti and other groceries. Application was filed July 23, 1932 and published by the Patent Office Jan. 24, 1933. Owner claims use since Feb. 18, 1924. The trade name is in heavy type.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in Jan. 1933 and published in the Patent Office Gazette to

permit objections thereto within 30 days of publication.

Caliente

The private brand trade mark of Caliente Food Products Co., San Bernardino, Cal. for use on macaroni and other groceries. Application was filed July 16, 1932 and published Jan. 24, 1933. Owner claims use since Nov. 14, 1930. The trade name is in black type.

LABELS

Termini-Imerese

The title "Termini-Imerese Brand Macaroni" was registered Jan. 10, 1933 for use on macaroni by Megs Macaroni company, Harrisburg, Pa. Application was published Nov. 7, 1932 and given registration number 41646.

La Mamma

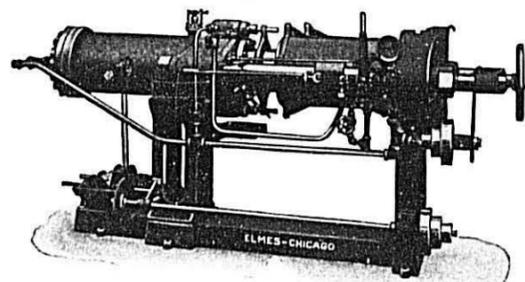
The title "La Mamma Brand Macaroni" was registered Jan. 10, 1933 for use on macaroni by Megs Macaroni company, Harrisburg, Pa. Application was published Nov. 7, 1932 and given registration number 41647.

Saluto

The title "Saluto Brand Macaroni" was registered Jan. 10, 1933 for use on macaroni by Megs Macaroni company, Harrisburg, Pa. Application was published Nov. 7, 1932 and given registration number 41648.

Do well the duty that lies before you

HYDRAULIC MACHINERY ELMES SHORT CUT PRESSES



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

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

Public's Side of the Price Cutting Squabble

Much has been said and written about the general harm that accrues to all concerned in ruinous price cutting wars that seem to be so prevalent in all lines in this period of reconstruction from the predepression to the post-depression days, but we often overlook the greatest sufferer from the law defying battles. Edwin B. Pillsbury, editor of Grocers Magazine, New York city emphasizes this point in a recent treatment of the subject:

"Our attention has been called to the fact that macaroni in many instances is being sold at wholesale either below cost of production, or cost of production and selling. We have no direct interest in the macaroni business of course, but we are interested in doing everything we can to get prices of food products generally back on to a reasonable, profitable basis.

"If goods are given away, or nearly so, not only does the industry suffer but the public is also a sufferer. In the macaroni case the grocery industry also appears to be greatly injured."

What can the macaroni industry do to protect itself and cease doing in injuries to its friends? That is the thought in the mind of Editor Pillsbury when he refers to the practice in

other lines of having the large manufacturers set reasonable and fair prices based on their knowledge of cost of manufacture and distribution, with other manufacturers following their good example, adding: "It seems to me that if every concern in the macaroni industry would get together personally with its competitors the result might be understanding from which everybody would make money."

The editor puts beautifully and forcefully the accepted theory that business can always benefit through cooperation and understanding.

Fire Damages Joliet Firm

The warehouse of the Joliet Macaroni company, Joliet, Ill. was destroyed by fire the morning of Feb. 9, 1933 causing a damage of about \$40,000. The fire started around 7 a. m. and is believed to have originated from a stove in the back room of the brick structure. The firemen fought bravely and successfully in preventing the spread of the flames to the main plant of the firm across the street. Tons of macaroni in containers ready for shipment and millions of cartons, as well as some machinery used in

producing a side line product were destroyed, and make up the greater part of the heavy fire loss. The operating firm is also known as Tenderoni company of which B. S. Scotland is president and general manager.

Claims Filed Against Savoia

As aftermath of the fire that caused heavy loss to machinery and building several creditors have filed claims against the Savoia Macaroni Manufacturing company, of 1535 63rd st., Brooklyn for bills that are overdue. Among the creditors seeking payment are E. Maddari & Bros., Inc. New York city, for \$1,049.03 for macaroni dies and repair work; Union Commercial Body company for \$883.00, and Vincenzo Galati for \$1,175.00. With plans under way for repairing the damaged plant to again put it on a production basis, the creditors are hopeful for an early, peaceful settlement of their claims.

Two Million for Beer

In anticipation of the return of beer by Federal legislation and under government regulation, Anheuser-Busch, Inc., St. Louis, has appropriated \$2,000,000 for its 1933 advertising campaign, the largest sum ever voted for publicity by this well known manufacturer of malt drinks. The media to be used have not been announced.

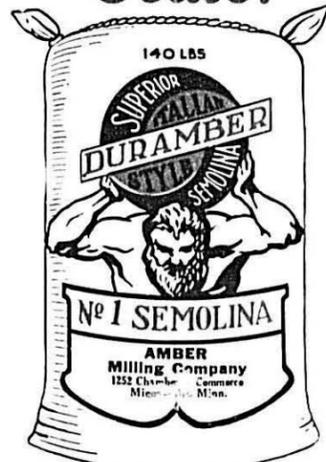


Though Trifles
Make
PERFECTION
Is No Trifle

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

Volete Una Pasta Perfetta E Squisita

Usate!



140 LBS
SUPERIOR
DURAMBER
No. 1 SEMOLINA
AMBER
Milling Company
1252 Chicago Commerce
Minneapolis, Minn.

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

Macaroni--Old But Still New

Macaroni's value as a food has been recognized since the Renaissance era, says the New York American in an interesting article telling of the fondness of the ancients for these products in their crude but palatable forms and how the taste for them has been handed down through the ages with ever-increasing favor.

You've probably never even heard of Christopher of Messisbugo. And yet Christopher was a man of accomplishments and virtues. First he is distinguished because he wrote the first cookery book in the Italian language—all the others had been written in Latin. Secondly because his cook book not only gave quaintly excellent recipes, but it proved a delightful mirror of the households of the Renaissance nobles. A man of system and taste was Christopher, who presents himself favorably as an author, a historian, connoisseur of the arts and business man.

In each of his recipes, he gives the time for preparation, and since modern clocks were not common property in those days, he combined prayer with his work, thus—"Boil this thing during the time of one Miserere." Or if the concoction required more time, then it was "during 2 Lord's Prayers!"

He made his Neapolitan noodles to order in astonishing fashion. The recipe called for 8 lbs. of fine wheat flour, the white part of a large loaf of bread, moistened in rose water, 4 fresh eggs, 4 ounces of sugar, not at all similar to our 4-oz. measurement, all to be worked into a stiff, smooth paste and cut into long strips with a macaroni cutter, as much as was needed at one time. Next he ordered the noodles plunged into boiling fat broth, and they were to be served on a platter with capon or duck.

Christopher, had he lived until today would have been astounded at the way millions of packages of macaroni, spaghetti and noodles are manufactured in sun swept factories, the products untouched by human hands until the housewife breaks the waxed wrapper of the package herself!

He would have been further astounded at our uncanny knowledge of the food values in a package of macaroni, spaghetti or of noodles. And he would probably have wondered, being something of a philosopher, just what instinct made him realize the worth of the macaroni pastes!

Macaroni pastes balance the meal in exactly the same fashion as potatoes do. And macaroni, spaghetti or noodles form a pleasant change from the unvarying potato.

Ever try using any one of the trio in meat hash; just as you would use potatoes? In escalloped dishes you'll find them delicious and a bit of a novelty.

Next time you plan on a noble roast entirely surrounded by a border of mashed potatoes, substitute a border of egg noodles; you'll have a very attractive dish, a dish that is even more nourishing, and one which is decidedly pleasing to the palate.

And then did you ever try macaroni croquettes? The easiest things in the world to make and, served with a rich American cheese sauce, one of the most delicious morsels one can eat.

How often a housewife has a cup or so of leftover meat, too little to be used as a basis for a dish and yet too much to throw away and thus outrage one's thriftiest instincts. What's the answer? A package of macaroni or spaghetti or noodles! If you have a cup of good brown, rich gravy, all the better.

Abduct Guard; Burn Factory

The police authorities of Brooklyn and vicinity are hunting members of an arson gang that seized the watchman of the Savoia Macaroni Manufacturing company plant at 1535 43rd st., Brooklyn, N. Y. the night of Jan. 22, 1933, drove him miles away, dumped him in a strange street and then set fire to the building, practically destroying the modern plant. The damage is estimated at more than \$100,000.

While the firemen were busy fighting the flames, Pasquale Fariello, 51, the released watchman, telephoned from the Bath Beach station near Coney Island, stating that he had just started on the night shift when at 6:20 p. m., 4 men with guns entered and ordered him "to get into the basement and keep quiet if you want to live." One stood guard over him while others went through the upper floors of the plant. About 10 o'clock they returned and

wrapping an overcoat about his head they led him to a waiting automobile and drove him to Bath Beach where he was put out with warning not to report to police.

Jacobs at Allotment Hearing

The Washington representative of the National Macaroni Manufacturers' association, Dr. B. R. Jacobs, appeared before the Senate Agriculture Committee on Jan. 31, 1933 to register a strong protest against the proposed special tax on wheat products as provided by the Domestic Allotment bill now under consideration. His prime contentions were that the measure would entirely fail in its intent to relieve the growers of durum wheat because macaroni wheat can be used only in macaroni making and upping the price on macaroni products 100% as the measure in its present form provides, would cause consumers to turn to untaxed foods such as potatoes, rye, corn, cereals and leave the durum wheat growers and macaroni manufacturers "holding the bag." The spokesman presented the unanimous views as expressed at the midyear meeting of the industry in Chicago on Jan. 23, just a week prior to his appearance before the committee.

Nu-Way Noodler

New competition against the noodle manufacturers of the country is seen in the offer of a device to the housewives by the General Hardware Corp., Milwaukee, Wis. While the handy kitchen device that makes noodles automatically may be found convenient to the dwindling number of cooks who continue to make their own noodles, it is not expected to greatly displace the factory made noodle that has been gaining greater and greater favor among those who appreciate quality and consistency.

The manufacturer claims for the little device elimination of all the fuss and mess of the old fashioned method which

U. S. Production and Consumption of Durum Products (1928-32)

By FELIX T. POPE, Foodstuff Division, Department of Commerce
BARRELS

| Year | Durum Wheat Ground (Bushels) | Semolina Produced | Flour Produced | Semolina Exported | Flour Exported | Available for Consumption Semolina | Flour |
|-----------|------------------------------|-------------------|----------------|-------------------|----------------|------------------------------------|---------|
| 1928 | | | | | | | |
| Jan.-June | 6,804,804 | 1,037,175 | 353,972 | 42,863 | 143,468 | 994,312 | 210,501 |
| July-Dec. | 8,013,583 | 1,208,321 | 493,152 | 66,744 | 168,310 | 1,141,085 | 325,334 |
| 1929 | | | | | | | |
| Jan.-June | 7,813,704 | 1,146,438 | 488,557 | 49,220 | 113,710 | 1,097,218 | 374,874 |
| July-Dec. | 8,015,616 | 1,184,796 | 535,941 | 33,351 | 98,133 | 1,151,445 | 437,808 |
| 1930 | | | | | | | |
| Jan.-June | 7,003,156 | 1,174,109 | 311,158 | 37,629 | 58,614 | 1,043,428 | 345,596 |
| July-Dec. | 7,338,125 | 1,236,508 | 212,802 | 40,877 | 25,901 | 1,195,631 | 186,901 |
| 1931 | | | | | | | |
| Jan.-June | 6,852,220 | 1,144,134 | 326,685 | 43,663 | 12,824 | 1,100,471 | 303,861 |
| July-Dec. | 7,345,990 | 1,268,124 | 295,636 | 11,559 | 13,576 | 1,256,625 | 282,060 |
| 1932 | | | | | | | |
| Jan.-June | 5,895,622 | 987,965 | 42,754 | (1) | (1) | (2) | (2) |
| July-Dec. | 6,109,118 | 1,067,518 | 217,824 | (1) | (1) | (2) | (2) |

Note: Amount of Semolina and Flour produced is not absolutely accurate as 2 mills do NOT report it separately and their entire production is thrown into Semolina produced.

(1) Only one mill reports any, so figures are withheld.

(2) See note one regarding exports.

required mixing, rolling, cutting and drying—messy baking boards, soiled aprons and pasty fingers. The device comprises a metal bowl fitted with a convenient wooden handle for holding and a special rotor unit for forming and ejecting the noodles. The operation is simple. The batter is poured into the bowl, the cover is screwed down and the noodles are formed through holes in the bottom, falling directly into the boiling water or soup.

Officials Had Busy Year

According to the report of the Federal bureau of its law enforcing activities in 1932 there were not many prosecutions against macaroni manufacturers. Noodles apparently gave these officials more worry than all the other macaroni products combined.

Economic conditions restricted the output of manufactured foods, medicines and drugs last year, but did not lighten the task of enforcing the national pure food and drug law, says W. G. Campbell, chief of the food and drug administration, in his report for the fiscal year 1932. The value of the year's output of canned foods alone was \$745,000,000, and the value of pharmaceuticals and proprietary remedies was more than \$400,000,000. These figures do not give a complete measure of the task since the food and drug law applies equally to all foods and drugs shipped in interstate, import and export commerce. The administration

enforces 5 other acts but the food and drug law is the most important.

In the year the administration collected 38,815 samples of foods and drugs. The total included an unusually large number of samples of fresh fruits and vegetables examined for possible residues of poisonous sprays. Prosecutions under the act numbered 1307, seizures of violative goods, 1260—a total of 2567 actions. The administration examined 10,316 samples of imported foods and drugs and detained 3744 of the shipments.

Urge Cut in Federal Budget

The Chamber of Commerce of the United States representing American business and industry is strongly urging a cut of \$800,000,000 in the budget of the Federal government for 1934, under the appropriations for 1933. To achieve this a material reduction must be made in veterans appropriations.

Justification for criticism of these appropriations was recognized by Congress, points out the Chamber, through its creation of a joint committee of the House and Senate to investigate the law and its administration and to recommend to Congress. The committee was directed to report by Jan. 1, 1933—i.e. in time for its recommendations, as far as they were found acceptable, to have effect in reducing the appropriations now being made. Instead of reporting by Jan. 1, 1933 however, the committee has received an extension of time by which it may not re-

port until the end of the present session. At that time of course, no recommendations the joint committee may make can affect the appropriations made at the present session.

Reductions in appropriations at this session of Congress, however, should not be conditioned upon a report from the joint committee. Appropriations that cannot be justified in principle should not be continued. The nature of these appropriations, however, makes it clear that there will be no material reduction in the amounts to be paid in the year beginning next July unless there is a manifestation of renewed and direct public interest. The Chamber of Commerce states in no uncertain terms that it or the people it represents are not asking decrease of a single dollar in the benefits extended to veterans who incurred disabilities in the armed services; only a reduction in the allowances to those who suffered "no service incurred disabilities."

Keystone's Annual Election

At the annual meeting of the stockholders of the Keystone Macaroni Manufacturing Co., Lebanon, Pa. on Jan. 13, 1933 the following directors were elected: G. Guerrisi, F. W. Kreider, Walter C. Graeff, Geo. W. Stine, P. N. Hershey. In the reorganization meeting that followed the directors elected the following officers: President, G. Guerrisi; vice president, F. W. Kreider; secretary, Geo. W. Stine and solicitor, Walter C. Graeff.

A Most Impressive Success--

because of these outstanding qualities

ECONOMY—Saves labor and enables you to obtain maximum production in terms of "barrels per man."

EFFICIENCY—Champion Flour Outfits have as many advantages as uses—a combination outfit for blending, elevating, conveying, sifting, weighing, handling and storing flour.

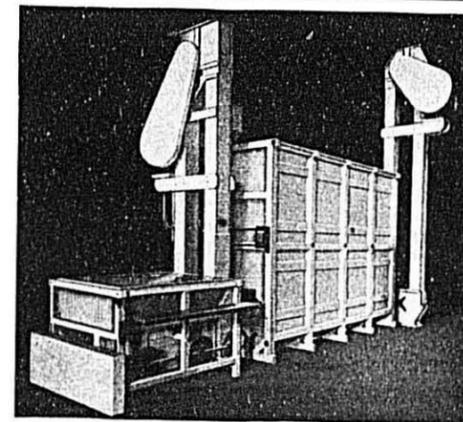
INSURES HIGH QUALITY PRODUCT that will pass every sanitary test by thoroughly sifting the flour and removing all hair, dirt or other foreign particles.

LOW COST of installation is insured because Champion will design a flour outfit to fit your plant and will help you secure the most efficient arrangement of your plant layout.

Write for the interesting free folder, 17-A, today

CHAMPION MACHINERY CO.

JOLIET, ILL., U. S. A.



Proper Lighting Prevents Accidents

To what degree are accidents in macaroni manufacturing plants caused by faulty plant illumination—and how may such faulty conditions be corrected?

This question was discussed before the food section of the annual Safety Congress in Washington recently, by an expert, P. R. Holmes, illumination engineer of the General Electric company of Philadelphia. He stated the reasons that impelled the Simonds Saw and Steel company to erect the famous \$1,500,000 windowless factory at Fitchburg, Mass.

"Civilization brought mankind indoors," said Mr. Holmes. "This change from an outdoor life to a predominantly indoor one is perhaps the most outstanding change which has come to the human race. The human eye, which for ages developed for the most part for distant vision under the quantity, quality and distribution of natural daylight, has been called upon in a relatively few years to adapt itself to the enormously more severe demands of our present life.

"Impairment of vision is sure to be brought about unless the fundamentals of good illumination are observed.

"Recent years have shown considerable progress in the art of lighting. Notable improvements have been made in artificial illuminants and auxiliary equipments. General acceptance, however, has been slow, particularly in the reflecting equipments, as evidenced by the fact that 75% of industry today is challenged on the score of adequate and proper lighting. Of particular interest to manufacturers is a recent report from the Department of Labor that accidents in United States industries attributable to faulty lighting cost the service of 125,000 workers valued at \$150,000,000 annually. Certainly, this alone should be conclusive enough proof that there is still much to be accomplished.

"In attempting to analyze the causes for the majority of plant accidents resulting from faulty illumination, responsibility is generally placed on either inadequate or improper lighting. Inadequate light needs little explanation. While we are liable to find it in any part of the shop the most common locations are in aisles, passageways and nonmanufacturing areas. One seldom stumbles over objects that can be readily seen. Under good illumination our eyes function and transmit the message to our minds so quickly that we avoid obstacles almost automatically. Under inferior lighting the difficulty of avoiding obstacles becomes great. In any plant a careful inspection periodically will reveal the hazards existing.

"Improper lighting covers a much broader field. When considering faulty illumination it is a very common habit to think only of the artificial lighting system. A recent survey conducted for one of our large companies indicated that

in their case daytime conditions were far more troublesome than night. On account of the arrangement of work many employees were forced to face windows through which considerable sky area was visible. The contrast created between this bright sky area and the lower brightness of the work and interior surroundings was such as not only to cause eye fatigue attributable to the glare, but if continued would be certain to cause serious impairment of vision to the workers. This condition, which illustrates our definition of glare "light out of place," is not uncommon in many working areas today and it is to be hoped will receive much greater attention.

"Excellent data are available pertaining to vision. Light has received wholly incommensurate attention. The objective of the lighting industry should be to aid human beings to see more easily and clearly, to conserve their eyesight, to avoid defective vision, to increase their usefulness and efficiency and their pleasure in living."

Wholesale Grocers Executives Listed

Officers and executive committee elected by the National Wholesale Grocers association for the year 1933-1934 follow:

President—Milton W. Griggs, Griggs, Cooper Co., St. Paul, Minn.
Vice Presidents—Winthrop C. Adams, Rival Foods, Inc., Cambridge, Mass.; Henry King, King, Dobbs & Co., Chattanooga, Tenn.; Charles B. Jordan, Jordan-Stevens company, Minneapolis, Minn.; C. P. Meredith, Steele & Meredith Co., Springfield, Ohio; Sylvan L. Stix, Seeman Bros., Inc., New York, N. Y.

Treasurer—E. Franklin Brewster, Gordon & Co., Inc., Rochester, N. Y.

Executive Committee—John W. Symons, Jr., Symons Bros. Co., Saginaw, Mich.; August Gilster, General Grocer Co., St. Louis; Campbell Sewell, Gordon Sewell Company, Houston, Texas; Frank Brewer, Western Grocer Company, Marshalltown, Iowa; O. H. Dietz, Collins-Dietz-Morris Co., Oklahoma City; B. B. Fox, Fox Grocery Company, Charleroi, Pa.; Harry B. Finch, Nash, Finch company, Minneapolis; Alex Furst, Jobst-Bethard Co., Peoria, Ill.; J. D. Godfrey, E. R. Godfrey & Sons company, Milwaukee, Wis.

Judge not a man by his clothes but rather by his wife's clothes.

Macaroni Imports--Exports Decline

Figures compiled on the quantity and value of macaroni products imported to and exported from United States during November 1932 show that the international trade in this foodstuff continues to decline despite reports to the contrary. The export business is seriously affected by the adverse trend, the total value of the products indicating that when foreign countries do buy American made products they prefer the cheaper grades.

Imports

The imports in November 1932 were 186,053 lbs. worth \$11,729. In November 1931 the total amount of imports was 254,342 lbs. worth \$19,025.

For the 11 months ending Nov. 30, 1932 the imports totaled 1,783,692 lbs. valued at \$122,611. For the same 11 months in 1931 the imports were 1,981,005 lbs. worth \$148,235.

Exports

The exports for November 1932 were 188,315 lbs. valued at \$12,890. During the same month of 1931 the exports were 366,815 lbs. worth \$28,297.

For the eleven months ending Nov. 30, 1932 the total exports were 2,919,413 lbs. valued at \$197,655. For the same period in 1931 we exported 4,359,098 lbs. valued at \$323,288.

Westchester Exhibit

The Westchester Macaroni company of Mount Vernon, New York, represented the macaroni manufacturing industry of that community in an exhibition of the industries of Mount Vernon held in the club rooms of the Young Women's Christian association the last week in January. Miss Rachael Rodman of the business girls department of the association was chairman of the exhibition that aimed to show the townsmen the array of products produced within the area of Mount Vernon. The whole affair was a splendid success and the display of macaroni in its varied forms and in numerous packages proved very interesting to the thousands who attended the exhibition.

Will Show Spaghetti Eaters

An unusual national food campaign got under way Feb. 1 when Dorso Florey, Laussen & Solomon of Chicago started a 2400 line publicity campaign in Waukegan, Ill. News-Sun featuring A. Russo & Company's nonfattening macaroni products, reports the Advertising Age of Chicago.

The Russo firm is one of the leading producers of high quality macaroni in the Chicago metropolitan area and supported the cooperative advertising campaign of macaroni, spaghetti and egg noodles sponsored by the National Macaroni Manufacturers association in 1930 and 1931.

The campaign will be built around Joan Blondell, Warner Brothers beauti-

ful blond film star, who will be shown in graphic actually eating spaghetti. This is said to be the first time that a movie star or celebrity of Miss Blondell's standing has ever been shown in the process of eating an advertised food product.

Guy Bush, Chicago Cubs pitching ace; Georgia Lustig, Ziegfeld Follies beauty; Sara Ann McCabe, featured soprano of the National and Columbia broadcasting systems, and Chef Adolph Rigert of the Medinah Athletic club, Chicago will also be featured in graphic in this campaign, which will be extended to other Illinois and midwestern newspapers as rapidly as distribution is perfected.

Government Controls Macaroni

All alimentary pastes or macaroni products have been defined as "prime necessities" by Chile for the purpose of government control of production, manufacture, importation, exportation, distribution and transportation. Many other foodstuffs are likewise defined by the decree that went into effect on Nov. 14, the reason given for which is the economic need of the nation.

Italy Revises Wheat Percentage

As the needy supplies of domestic wheat are consumed in Italy Italian millers are permitted to use decreased percentages of domestic wheat in domestic milling operations by a rule that went into effect on Jan. 1933. The ruling af-

fects the milling of both hard and soft domestic wheat, the percentage varying in different parts of the country.

Macaroni on Preferential List

Macaroni, spaghetti, semolina for macaroni making are among the food products that are exempted in the new tariff act now in force in Argentina, S. A. In October 1931 that country put into effect a law calling for a provisional additional import duty of 10% ad valorem on certain products. It was to remain in effect till Dec. 31, 1932. On Jan. 4, 1933 the tariff act was again amended exempting from the provisional additional tariff of 10% ad valorem several products among them being macaroni, spaghetti and semolina. Other products formerly exempt under the original law are now subject to the additional import duty.

The Aristocratic Noodle

Noodles are the aristocrats, the delicate members of the macaroni family, because 2 excellent food products, namely flour and eggs. Thus does "Needlecraft," the magazine of home arts, New York describe this excellent product of the macaroni plants in suggesting daily dinners for health and economy.

"Noodles are excellent with only butter, salt and paprika, but when buttered, topped with bits of bacon and grated cheese and browned in the oven they make a main dish for any meal. No

menu, however well planned 'eats well' unless the cook loves to cook and knows how."

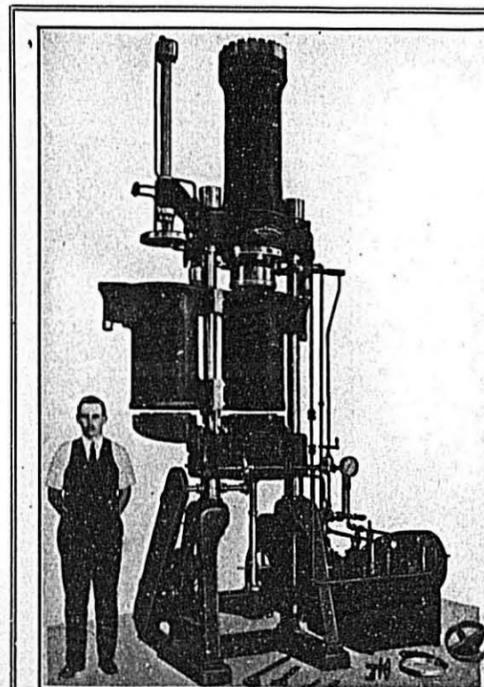
That is just as true about noodles as it is about meats or vegetables, though noodle recipes are generally so simple and so easily prepared in a variety of ways that almost anybody is able to serve this healthful, economical food in many tasty combinations.

Enlarges Spaghetti Service

In anticipation of the rush of winter tourists to Florida Lino's, the most famous restaurant for Italian foods and particularly Italian spaghetti in Jacksonville has more than doubled the size of its dining room by leasing adjoining quarters. The restaurant has been newly decorated and on its opening day generously announced in the newspapers of the locality all dinner guests were presented with a pint of Lino's Spaghetti Napolitana, a delicious meat sauce suitable for seasoning spaghetti dishes of all kinds.

The proprietor of this establishment that is well known to the winter tourists of the eastern and central states is Lino DeCredaro, popularly called "Happy" by his friends and patrons. The business is operated under the name Lino Italian Foods company.

It is not so much what we say as how we say it. It is not so much what we do as how we do it.



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The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
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Vol. XIV February 15, 1933 No. 10

Another "War" Report

SPECIAL TO THE MACARONI JOURNAL

Please give full publicity to this report from the war front. Names are not necessary. The guilty ones need not be told that it is they that are being referred to nor who it is that makes the report. They know.

And the ruthless macaroni war still rages!
Macaroni in 7-oz. packages at 50¢ a case, delivered!
Trump that, if you can, you macaroni "bridge players."

Surely such a ridiculously low price cannot be quoted on quality macaroni. Honestly, now, can it profitably be quoted on any kind of our products, however low the grade of raw materials used?

Let's analyze the offer: 1 container; 24 cartons; 12 lbs. of semolina or flour or whatever ingredient is used; manufacturing charge; drying, packing and shipping labor; taxes; insurance; overhead; freight, commissions and discounts—all of these and some that may be overlooked must all come out of the small HALF DOLLAR. How in the world can that be possible?

Who profits? Surely not the macaroni manufacturer! The distributors of flour, cases, cartons and other necessary items? Perhaps! Well, the retailers and wholesalers may be laughing up their sleeves—they surely are not the greatest sufferers from the silly and absolutely avoidable price war!

Let there be peace and reason! Sell macaroni as cheap as possible, quality and service considered—but sell it at a profit and allow others to do likewise. Lasting business was never established on a cut-throat price basis! It's time to

be sensible if we aim to continue in business.—(Contributed.)

There IS Sunshine

Through the gloomy atmosphere of depression that has most of us "down in the dumps" it is cheering to learn that in some quarters business is going on even better than usual. Such a ray of sunshine comes in a letter from the Mrs. C. H. Smith Noodle Co. of Ellwood City, Pa. to the editor, a firm that has chosen as its motto for 1932 and 1933 "Profitable Business Will Come to Those Who Fight Fairly For It." The letter is reproduced in part to help cheer others along their business way.

Mr. M. J. Donna, Editor
The Macaroni Journal
Braidwood, Illinois.

We are happy to report that for us the Year 1932 was the most successful one, and that despite the depression we enjoyed even greater growth than in any previous year in the history of our business.

Right now we have an expansion program under way that will take care of 50% more business than our present capacity enables us to take proper care of. Will write you more about this project later.

We are glad to find that the average American family is eating more macaroni products today than ever before and that they are being educated to the different uses of this cheap, healthy and nutritious food. It was too bad that the National Association's advertising program had to be curtailed when it was, as undoubtedly it would have done so much good at this time when people are looking for an economical food.

Please accept the personal best wishes and regards of Mr. and Mrs. Smith and myself.

Very truly yours,
Mrs. C. H. Smith Noodle Company
By D. L. Smith, Secy.

(To the Smiths—congratulations. To others in the macaroni and noodle trade—Here's hoping. EDITOR.)

Opportunity has passed a lot of fellows because they were on crutches and couldn't get to the door when she knocked.

Sees Better Year Ahead If Price Cutting Is Halted

By GEORGE P. THOMPSON
President Wholesale Grocers Association of New Orleans

Sales at a profit is the major problem for 1933.

I believe that the informed grocer has acquired a better appreciation of the intimate relationship which exists between relatively fixed cost items, general prices and profits; such understanding means that more rapid progress will be made in the months ahead.

Unbridled competition destroys. Cutting prices, seemingly a habit with many, does not increase consumption and for economic reasons should be junked.

Food manufacturers—all of them—are fully aroused and as a unit want to do everything possible toward building the industry to a plane that will be constructive and in the ultimate end fair to all concerned through all elements of distribution; and if all links of the trade will work hard toward the goal of fair prices (meaning a profit), these better understandings will spell a much improved business for 1933.

Charges Package Imitation

Macaroni manufacturers who sell their products in packages are watching with much interest the suit filed in the Superior Court of Massachusetts by the Baker Extract company of Springfield, Mass., against the Walker Manufacturing company of Boston charging imitation of its package in a way that caused the complainant company to suffer loss of good will and profits.

The company charges that "the bottles in which the defendant has marketed its products are constructed to appear larger than the bottles used by the plaintiff for its flavoring extracts, but whereas the bottles used by the plaintiff contain 2 ounces of flavoring extracts those used by the defendant will hold but 1½ ounces, due to the fact that the defendant's bottles are constructed with side panels of very thick glass toward the bottom of the bottles."

It is charged that the style of package used by the defendants is calculated to deceive the public and to be mistaken by the public for the plaintiff's package. This has unjustly and unfairly deprived the plaintiff of its good will and will cause great damage to the plaintiff.

Mayonnaise Education

To educate the public as to the real food value of mayonnaise and to tell them of its varied uses in pleasing combinations, the manufacturers comprising the Mayonnaise Manufacturers of America have pledged an expenditure of \$40,000 in its 1933 educational campaign. R. J. Dustine, a former newspaper man will be assisted by Miss Mary Griffin in directing the newly created Home Economics Department of the association. They will work through the offices of the executive secretary, Frank Honiker and of the president of the organization.

The publicity work will be so arranged that individual members will be able to tie-in their own advertising with the national campaign. Group meetings will be held to promote the idea and to help local manufacturers to devise their sectional plans.

Cellophane Price Cut

Because of increased use of cellophane in wrapping a growing variety of new products the officials of DuPont Cellophane Company, Inc. have announced reductions in prices of cellophane ranging from 2 to 6 cents per lb. This is the fifteenth reduction made on this product since it was first put on the market in 1924. Cellophane wrapped foods, candies, cigars, cigarettes, etc. provide the chief outlet for a product that is increasing in favor with buyers because it insures cleanliness, visibility and all around protection. Cellophane wrapped noodles and macaroni products have become very popular in recent years with discriminating consumers.

Nothing succeeds so well as success.

Kitchen Merchandising Builds Noodle Plant

Proper merchandising "in the kitchen" to insure quality products is the means for overcoming the effects of price cutting, unprofitable specials and low grade merchandise suggested by Mrs. I. J.



Mrs. I. J. Grass

Grass, president of the Grass Noodle company, Chicago when interviewed last month by the editor of the National Food Distributors Journal.

"I do my merchandising in my kitchen," she said. "Many people tell me that cheap food products are flooding the market but I never will compromise the quality upon which I have built up my reputation since starting to make noodles in my home over 30 years ago. On that reputation and my determination to stick to quality I have built up a business and the modern plant of which I am justly proud."

In the face of falling prices in all lines the public naturally demands lower and lower prices on egg noodles. Invariably this demand sets up cheap and inferior products in stiff competition to quality brands. That was true 30 years ago

when Mrs. Grass started her business in a tiny kitchen behind her delicatessen store which she and her husband operated; it is even more so today.

In those early days women prided themselves on their cooking and their ability to concoct appetizing and healthful dishes. Buying egg noodles in stores was almost unheard of because most women were accustomed to make such foods in their kitchen. Each had what she considered her special noodle recipe. Mrs. Grass had one of which she was very proud and thinking to pass it on to her neighbors in an appreciable way, she daily made an oversupply of egg noodles, selling them to busy friends. Using only the best ingredients obtainable it was not long before the customers were convinced that better and tastier noodles could be purchased "ready made" than most of them could make or would try to make in their own homes.

"That was my first merchandising victory," said Mrs. Grass. "I planned my merchandising in my kitchen by producing noodles of a quality and flavor that made and held customers. It won for me a patronage even among the good housewives of the neighborhood who were accustomed to making good noodles in their own homes perhaps even more

cheaply than the price I asked, but regularity of quality as per my recipe turned the trick. Quality won over an adverse market, over the matter of cost, even over tradition.

"Since that small and insignificant beginning 30 years ago, my business has grown immensely but I have never forgotten that when I first started to make noodles I was able to sell them because they were better noodles, so I have closely adhered to the same recipe that proved so popular and which requires more eggs, strictly fresh eggs as well as the finest quality of durum flour. My kitchen merchandising continues and to this I attribute the profitable business that continues during these years of general business depression, keenest competition and the pressure of low grade goods made to sell at profit robbing prices."

The cure for the evils of the day, then, appears to be in the return to the quality and flavor of the good noodles made when these qualities were appreciated by the "women who know" and who are today just as able to distinguish quality products. Not cheaper but better noodles has gained for many manufacturers a splendid reputation and a fine business even in these days of unprofitable merchandising.

Customer: "I like the shoes but the soles are too thick."

Clerk: "If that's the only objection, ma'am, I assure you that it will wear away."

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Mills
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| <p>OFFICERS AND DIRECTORS 1932-1933</p> | | |
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Grasping Opportunity for Closer Cooperation

Invitation by Association to Nonmember Firms to Join Thirtieth Year Class

Since the opening of our new drive for new members, eight macaroni and noodle manufacturing firms and a lithographing firm that is most proud of its business relations with our trade, have volunteered their applications for membership in the National Macaroni Manufacturers Association. Theirs is a splendid example of cooperation which other nonmember firms should follow for their own welfare and in appreciation of the many helpful activities promoted by the N. M. M. A. for the general good of the industry. The National Association welcomes the support of the newly enrolled members which are:

Cumberland Macaroni Manufacturing Co., Cumberland, Md. (R. P. Grandi).
The Creamette Company, Minneapolis, Minn. (James T. Williams).
DeMartini Macaroni Co., Brooklyn, N. Y. (V. Giatti).
D'Amico Macaroni Co., Newark, N. J. (G. D'Amico).
J. & G. LoBue Bros., Jersey City (G. LoBue).
Campanella, Favaro & Glaviano Macaroni Corp., Jersey City, N. J. (Dom. Glaviano).
V. LaRosa & Sons, Inc., Brooklyn, N. Y. (Steve LaRosa).
Roman Macaroni Co., Long Island City, N. Y. (Joseph Pelligrino).
Rossotti Lithographing Company, New York, N. Y. (C. C. Rossotti).

Several other firms have the matter of joining the National Association under advisement and will probably decide favorably during the next few weeks. Some of these formerly belonged to the organization and for some reason or other allowed their memberships to lapse, a move which they have since regretted and frequently admitted. Others have never been enrolled but feel that they have been negligent of a duty which they owe an association that for many years has continuously and unselfishly advanced the best interests of the trade.

On April 19, 1933 the National Association will be exactly 30 years old. Organized at a meeting of about two dozen manufacturers in Pittsburgh, Pa., on April 19, 1904, the organization has seen many changes in the business, from an insignificant industry struggling to supply a local, uncertain demand to one capable of supplying the world's macaroni needs. During all these years there has remained in the organization a group of loyal supporters,—charter members, whose continuous support has enabled the association to function smoothly, spreading its good work to all without stint.

To help us more appropriately celebrate our Thirtieth

Anniversary we cordially invite all progressive macaroni and noodle manufacturers and all friendly allied firms to enroll as members of the N. M. M. A. Never was there a time when our business needed a united industry more than it does at this very moment of business uncertainty, of extreme competition from within and from without, and of ruinous legislation. To properly function, the National Association should have the financial as well as the moral support of the better element in the trade. Applications will be welcomed. Action thereon will not be delayed as provisions have been made for a vote by mail by the Board of Directors whose approval is necessary in bestowing memberships.

Membership dues have been conveniently arranged according to size of the plant, but all members are on the same basis of voting privilege. Here is the present schedule of dues:

Class "A" of Active Members for plants with more than 100 barrels a day capacity—\$200 a year.
Class "B" of Active Members for plants with daily capacity of from 50 to 100 barrels—\$100 a year.
Class "C" of Active Members for plants with daily capacity of from 25 to 50 barrels—\$50 a year.
Class "D" of Active Members for plants with daily capacity of less than 25 barrels—\$25.
Associate Members—for firms allied with our industry—\$100 a year.

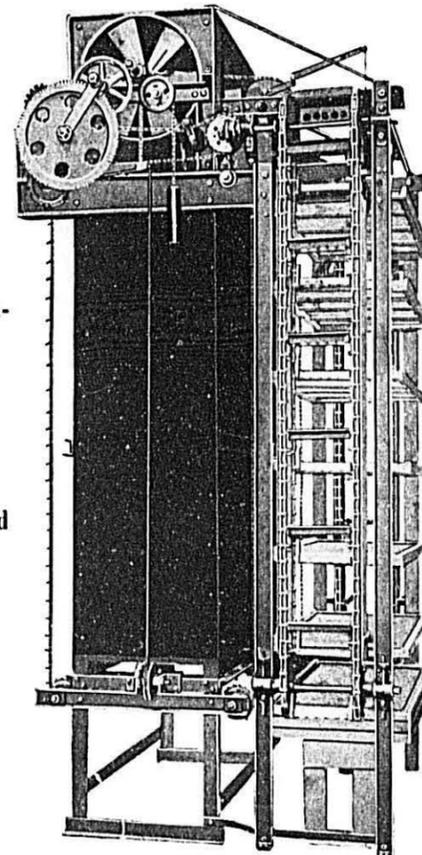
By special arrangement this year's dues may be paid in two semiannual instalments,—at the beginning of the calendar year and at the middle of the year. Even quarterly payments may be arranged if that convenience is desired. What we want most is the honor of representing the best thought in the macaroni industry and the support of the association-minded macaroni men and friends.

Grave matters confront all business at this time. Our industry must present a solid front to the common enemy and for this good and sufficient reason we once more join in urging you to join as one of the group to be known as the THIRTIETH YEAR CLASS.

Send your application to the Secretary immediately. The necessary machinery will be set in motion for its favorable consideration. It is just as important to you as it is to us. Let's work together because the greatest progress can be made only when backed by a united and determined industry.

Alfonso Gioia, President.
M. J. Donna, Secretary.

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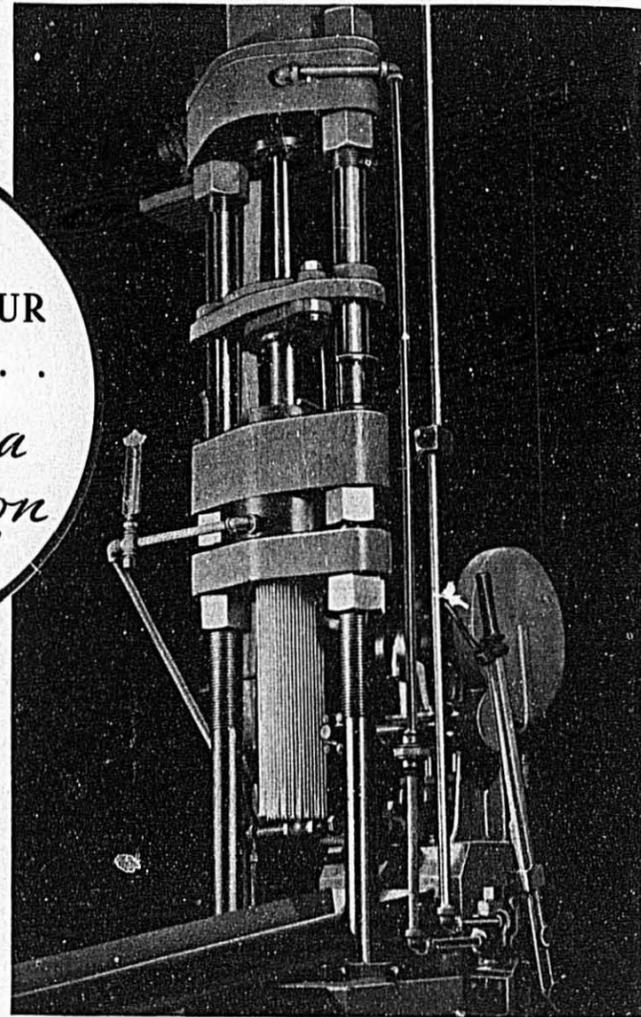
WATCH THE INDUSTRY GROW

WE MAKE
MACARONI IN OUR
OWN PLANT

*. to put a
final check on
ourselves!*

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

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



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

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

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

PILLSBURY'S *Semolina*