

**THE
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JOURNAL**

**Volume XVI
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**November 15,
1934**

The Macaroni Journal



Minneapolis, Minn.

NOVEMBER 15, 1934

Vol. XVI No. 7

An All-American Team

Speaking before the American Bankers Association last month, President Franklin D. Roosevelt said:

"The time is ripe for an alliance of all the forces intent upon the business of recovery. In such an alliance will be found business and banking, agriculture and industry, labor and capital. What an all-American team that is!"

In the Macaroni Industry the time is also ripe for greater team work in the struggle to restore confidence in our country's and our Industry's future. Playing on this team should be found the noodle maker and the macaroni manufacturer, the large and the small producer, the individually-owned plant and the corporation. What a wonderful all-Industry, all-American team that would make!

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



YOUR packages are, in effect, your salesmen. When you ship them out from your factory they are "on their own," charged with the important job of selling your product. Frequently they find themselves in the midst of terrific competition. How successfully they win retail dealer support in getting preferred counter and window display position... how forcefully they catch the eyes and the dollars of consumers, depends largely upon the genius and the experience of the designer and manufacturer of your packages.

Rossotti has won, over a period of more than thirty-five years, the reputation of making packages that sell macaroni products... the super-salesmen type of folding cartons, labels and wrappers. Through specializing in the packaging of macaroni products we developed exclusive, patented methods and machinery for

manufacturing window style folding cartons. Now, simple or multi colored cartons of exceptional beauty... the kind that do an outstanding selling job... are produced in quantities at surprisingly low cost.

It should pay you in the form of increased sales and profits, and lowered production costs, to consult Rossotti first on your packaging needs. This highly skilled organization is prepared to lend you valuable aid in the development of the super-salesman type of package for your product. Suggestions, full color sketches, and estimates on a new private brand design, are yours for the asking. Samples and prices on a most complete line of full color labels await your consideration. Write Department M-16, today. Branch Offices: 612 North Michigan Avenue, Chicago; 417 Moore Avenue, Pittsburgh, Pennsylvania.



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THE MACARONI CODE AUTHORITY

Operating Under The NRA Code of Fair Competition For The Macaroni Industry
Approved January 29, 1934, Effective February 8, 1934

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Good Timing

Possibly the thing which most distinguishes a good salesman is the skill he demonstrates in making a bid for a favorable decision at exactly the right moment. And let's not think that this is an instinctive impulse with such a sales-

man. He does it through the scientific sales procedure of taking frequent soundings of how his customer is reacting. He makes sure that the customer is fully agreed that the quality is right, that the price is as nearly right as prices ever are to a customer, that the customer is fully sold on the item serving his purpose and

that desire for it has been sufficiently whetted to insure a favorable response. He looks to selling his customer on each phase of his proposition as he goes along. An ultimate yes is simply the logical culmination of getting yes responses to the parts which go to make the whole.



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Think! Is It the Code or You?

Less than ten months ago the Macaroni-Noodle Manufacturers of the country, with no noticeable exceptions, welcomed with loud acclaim the Government's approval of the Macaroni Code as the instrument of the Industry's own making, aimed at immediate relief of unemployment and prospective relief from unbearable conditions that had long hurt the business of macaroni manufacture and distribution. It embodied the principle of supervised control of the trade by its operators who naturally were and are most directly and vitally concerned in the Industry's present and future welfare. It contained all of those things which honest, sincere and well-meaning manufacturers had long struggled for.

Of course none was so foolish as to believe that this instrument of self-regulation, called a Code, would be able of itself to attain its intended aims and purposes. The leaders and the thinkers in the trade realized from the very beginning that the Macaroni Code was merely a new law directly concerning the macaroni manufacturing industry whereby the trade might help itself in an organized, supervised way. Acting on that construction of the new law, these leaders and thinkers pledged strict observance of all of its provisions and their assistance, moral and financial for its fair and equitable administration.

That the Codes have not proven the "cure all" which a few misguided business men had hoped for is no good reason for concluding that Codes are no good—that they should be scrapped, particularly those that concerned their direct interests. A fair analysis of the situation in which the Macaroni Industry finds itself after ten months of code rule will convince even the most skeptical that any delay that the Macaroni Industry may have experienced in attaining its main objective, is not due to any fault in the code law itself, but rather blameable on the individuals whose insincerity has been exposed, individuals who have devoted most of their time and ability in finding ways and means of circumventing its provisions, rather than to honestly observe them.

This conclusion is equally true in other trades that are facing similar conditions. Mr. L. J. Schumaker, Chairman of the Board of Governors of the American Baking Association, speaking on the progress made by the baking industry under its code, stated some pertinent facts that appear to be equally applicable to the Macaroni trade, when he said, "It is now a law, not just a code, and whether you regard it as wine or as castor oil, you'll have to take it, if you want to stay in business." Of course, that was aimed at the objectors, the violators, every trade having its share of them. Because of the many provisions which codes had to include in this scheme of controlled, self government, and the varied interests it tried to please, it is not surprising that there have recently arisen

some critics whose actions have made the work of Code enforcement much more difficult and expensive.

There are critics of all Codes, of all laws, even of governments. Fortunately for the Macaroni Industry the critics are few and confined to those who in the past have usually been hard to satisfy in any cooperative action which the Industry may have contemplated or attempted. But critics have never been "doers," so dependence as usual, must again be placed in the solid, well meaning and thinking macaroni and noodle manufacturers who are broadminded enough to measure an activity or a new law not altogether for what it is accomplishing for him, but the good it does the entire trade and the whole country, and what it promises in the way of future welfare.

The Code law for business is an innovation that a few have been unable to conceive, much less understand, but the speaker above referred to illustrated the whole matter in a homely manner that bears repetition. He said, "When the silver tone of your radio announces nine o'clock, what do the other clocks say. Your hall clock may say eight fifty-six, the bed room clock nine four, and the family wrist watches, let's keep them 'off the record.' If you have electric clocks they will all show the same time because they have one directing control, whereas the other clocks and watches in your home are wound and set by various members of your family. In a crude way, this illustrates the Code situation today. When the Codes were first presented, we thought we were going to have an outside control, a business dictator to enforce all codes. We are now told that each industry must wind and set its own clocks. Time signals will be given from day to day, but the responsibility of setting the clocks rests with the industry."

The Macaroni Manufacturing Industry has a new law, the very thing which it has desired for years. It gives the Industry the right and the power to regulate trade practices along lines that will effectuate the aims and purposes of the partnership formed between the industry and our government, with the latter serving only in a supervisory capacity. If only half of the energy expended in violating the aims and purposes referred to, were devoted to the observance and strict enforcement of its provisions, the Macaroni Code would have more nearly attained its objective. In the short ten months of its existence, much has already been accomplished. Much remains to be done, but nothing which a united, determined industry cannot attain if it is willing to fight for that attainment.

So the answer to the whole matter is, it is not the Code; it is you.



"MACARONI PRODUCTS"

By B. R. JACOBS,

Deputy Code Executive, Macaroni Code Authority

Address delivered before the Association of Official Agricultural Chemists at its convention October 30, 1934, Raleigh hotel, Washington, D. C.

Macaroni products have been manufactured in this country for probably one hundred years, but the industry as an industry is less than 30 years old.

Up to 1914 there were 140,000 lbs. of macaroni products imported into this country annually, and most of it came from Italy. This importation was stopped practically at the very beginning of the European war. At that time the domestic production of macaroni did not exceed 200,000,000 lbs. It can therefore be seen that the American manufacturer was hard pressed to meet the demand when importation was stopped. During the war, macaroni plants in this country expanded 100% and there has been a constant increase until at the last census there were practically 500,000,000 lbs. of macaroni products manufactured in this country, valued at about \$50,000,000.

With this rapid expansion of the industry came many evils, principally those due to a desire to adhere to the use of labels which would give the impression that macaroni products were of Italian origin, and to the use of artificial color.

For 20 years the industry has been active in having its products standardized. It has repeatedly appeared before the Committee on Standards of the U. S. Department of Agriculture, and has obtained standards of identity and rulings concerning the use of artificial color, as well as standards on the egg solid content of egg macaroni products.

For the past five or six years the industry has tried to get standards of quality by amendment to the Food and Drugs Act following the lines of the Mapes amendment which has given standards of quality to the canning industry. We have not as yet been able to obtain these but last year when the National Recovery Act and the Agricultural Adjustment Act were passed by Congress, the industry saw an opportunity of getting these standards of quality into a code and it has succeeded in doing this. Under the National Recovery Act the macaroni industry had its Code approved last January, and into this code there have been written certain provisions concerning standards and labeling requirements in the manufacture and sale of macaroni products.

The Code prohibits false advertising. That is the dissemination in any manner of any false advertising of any macaroni product, and an advertisement is

false if it is untrue in any particular. This gives the Code Authority wide powers in restricting claims, particularly as to the therapeutic value of macaroni products. The Code establishes standards of identity; it defines macaroni products as being made from semolina, farina and flour, with or without salt and eggs. It establishes standards of quality; it requires that macaroni products, when made from farinaceous ingredients obtained by the grinding of durum wheat, shall contain not more than 0.75% ash, and when made from farinaceous ingredients obtained from grinding of wheat other than durum, shall contain not more than 0.48% ash. Macaroni products containing more than the above specified ash are required to bear a statement on the principal label as follows: "This Product is Below Standard But Not Illegal."

The Code also requires the name of the product (Macaroni, Spaghetti, etc.), the net weight of the contents of the package, and the name and address of the manufacturer or distributor, and in the event the manufacturer is not the distributor, an appropriate identifying mark of the manufacturer must appear on the shipping container.

Every manufacturer has been given a code number and when he manufactures macaroni products for a distributor, he is required to stamp his code number on the shipping container, in order that it may be identified if necessary.

Manufacturers were given ample opportunity to use up all their labels, cartons, wrappers, and other printed material that they had on hand on the effective date of the code. They were, however, required to file certified inventories of their cartons, etc., and to supplement these every 60 days until their stocks were exhausted.

The Code Authority adopted the standard of the United States Department of Agriculture for egg macaroni products. It required all macaroni products in the form of noodles to contain not less than 5.5% of egg or yolk solids by weight on a dry basis. It went further than the Department of Agriculture, as it eliminated "Plain Noodles," or products made in the form of noodles but containing no eggs. It looks very much as if we are going to have to permit the manufacture of plain noodles but if so, it will be with such restrictions as to labeling that there can be no deception of the consumer or of

the trade by mistaking the eggless product for the one containing the full requirement of eggs. Since the standards of identity prescribe the raw materials from which macaroni products shall be made, all other materials are by limitation prohibited except that no wholesome food ingredient is excluded if its presence is declared on the label in such a manner as may be prescribed by the Code Authority. This refers primarily to the use of such products as soy bean flour and similar food products. If they are to be used the consumer should be made aware of their presence and this can be accomplished by the proper labeling of the product.

For several years past the use of cellophane has been increasing very rapidly in the packing of macaroni products. It makes a very attractive package. Some manufacturers conceived the idea of packing macaroni products, particularly eggless noodles, in yellow cellophane. This gave the product the appearance of containing eggs. There is a provision in the Code which prohibits the use of any colored wrapper or container which gives the product the appearance of containing more egg yolk solids than are present in the product. The use of artificial color has been entirely prohibited. Artificial color cannot be used, even though its presence may be declared on the label.

The Macaroni Code also prohibits the sale of macaroni products below cost and it has established formulas for determining costs. It also provides that all macaroni products shall be sold on an open price list which shall be filed with the Code Authority and which shall be adhered to until it is canceled or superseded by a new price list. There is no limitation on the number of times that price lists may be changed but prices to buyers cannot be changed without first submitting the price list to the Code Authority. Every grade of product sold must be included in this price list. It has happened that manufacturers who want to reduce their prices without changing their price lists, will sell a semolina macaroni product at the price of a flour product and label it as being made from flour. Therefore, in these instances we must try to protect the competitor as well as the buyer. Some buyers assume that the ultimate consumer is not interested in the labeling of macaroni products and that so long as the product has an acceptable appearance it will sell. Therefore, if he can induce a manufacturer to sell him a semolina product at

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the price of a flour product, he will do so. The manufacturer tries to make the sale and get away with it by delivering the thing that he sells, but by actually labeling it as being made from flour when, in fact, it is made from semolina.

There are a number of problems that have arisen in connection with the enforcement of our standards. It is not always easy to differentiate between a semolina and a flour product, or between blends of durum and other hard wheat flours. It is very easy to conceive of a durum flour containing more than 0.75% ash, and a Kansas flour containing more than 0.48% ash, both of which would be substandard under our Code, being mixed in such a way that the resulting product would contain less than 0.75% ash, and the product be labeled made from durum flour without the required labeling for substandard products.

There is probably some of this going on but we are trying to catch up with it by making factory inspections.

lem which promises results and which will help us to identify the character of the farinaceous ingredients used in the manufacture of egg noodles. The ash of eggs consists largely of phosphoric acid, but we find it is constant within very narrow limits, and it may be that we will be able to take advantage of this fact in determining the ash content of the farinaceous ingredients. We also find that although there is some variation in the phosphoric acid content of eggs, the relation of lipoids to phosphoric acid is more definite and promises results which are very encouraging. We have not as yet obtained sufficient data on which to base definite figures, but the results so far are very promising.

I have taken this opportunity to present to you the workings of one of the few codes under which standards for a food product have been established, and we feel that even if the National Recovery Act is repealed in this next session of Congress, the macaroni industry has

benefited materially as it has raised the quality of its products and at the same time has established a means of protecting itself and the public against misbranding, adulteration and unfair means of competition, and that the standards which have been adopted may be incorporated in a new law, or in regulations for the enforcement of the federal, as well as state food laws.

Macaroni Prices Decline

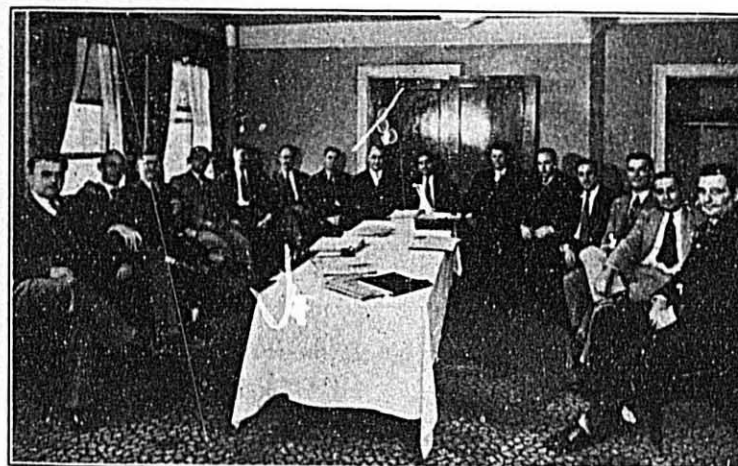
Though macaroni products have declined considerably in price within the last two years they held their level during October according to figures compiled by the Bureau of Labor Statistics, U. S. Department of Labor.

Retail food prices declined 7 of 1% during the first two weeks in October 1934 according to Commissioner Lubin of the bureau. "The index is 1.1% below the level of Sept. 11, 1934," Mr. Lubin said.

According to the same authority the wholesale prices of all commodities recorded the fourth consecutive weekly decline during the period ending Oct. 20, 1934. "The present average is 20% below the October 1929 level and 28% above the low point, March 1933."

The survey showed that the food groups were among those that showed a general though slight increase. Macaroni prices as of Oct. 9, 1934 showed a slight increase over the prices that prevailed in three other survey periods but a drastic decrease from the prices that prevailed before the depression. On Oct. 9, 1934 they were 6% above prices on Sept. 11, 1934; 6% over prices Oct. 10, 1933; 5.3% over prices of Oct. 15, 1932, but 19.3% under the prevailing prices on macaroni products on Oct. 15, 1929, or five years ago.

We fail only if we fail to try again.

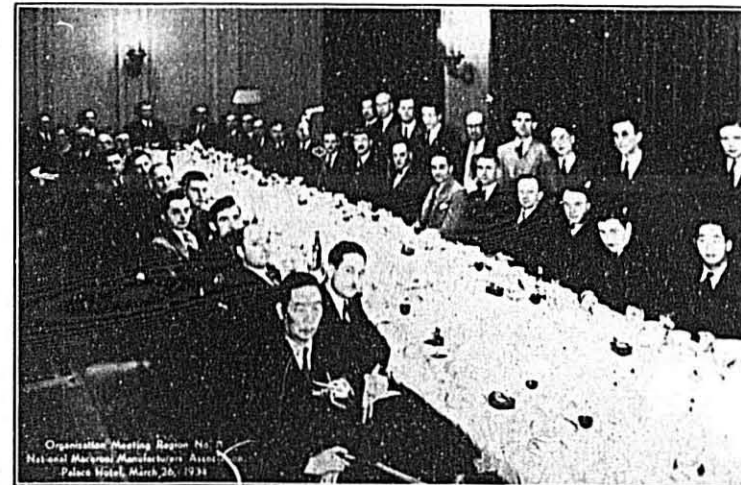


Texas and Oklahoma macaroni manufacturers, 9th Region, at code meeting in Plaza hotel, San Antonio, Texas. Frank S. Bonno, chairman, and Laurence L. Lomanaco, secretary.

We are carrying on some research which may help us solve this problem in the laboratory. We must admit that we have not as yet found a solution to it, but it is quite likely that within certain limits some factors will be found, in flours of equal grade, which are constant or nearly so, regardless of the kind of wheat from which they are produced. If these factors can be established our problem will be materially lessened.

Numerous macaroni manufacturers use salt in making their products. The limit on ash refers to the raw materials used and not to the finished product. For some time we had difficulty in arriving at the true ash content of the raw material used, but from the examination of several hundred samples of raw materials and mill products we have established that the phosphoric acid content of flour, farina and semolina, constitutes between 50 and 53 per cent of the ash. We have, therefore, adopted 53% as the figure, giving the manufacturer the benefit of the doubt.

At present we are working on a prob-



Macaroni-noodle manufacturers at luncheon in the Palace hotel, San Francisco, Cal., when Region 11, M. DeMaitel, chairman, was formed. The guest of honor at the repast and reception was Macaroni Code Authority G. G. Hoskins, the president of the National Macaroni Manufacturers Association.

Scrutinizes Grades and Quality in Government Macaroni Contests

Award of contracts by the various departments of the Federal government have been studied for some time by the Code Authority staff. One of the most interesting—and disturbing—elements has been that contracts have been awarded to jobbers at prices lower than the bids of manufacturers.

Certain rather definite conclusions seem obvious. One is that jobbers have been obtaining goods from manufacturers at other than filed prices. This naturally leads to the second thought that the goods delivered on these low prices do not accord with the government specifications. A third conclusion is that manufacturers have not understood the favorable terms under which they might bid on government business.

To correct this last situation, a special bulletin (marked No. 30) was issued by Chairman G. G. Hoskins on Nov. 5. This gives in detail all the privileges which have been given manufacturers for bids direct to the government, and the conditions which must be observed, particularly when bids are made to or through a jobber.

On a number of occasions the Code Authority office has directed the attention of government officials to the low prices at which contracts have been

awarded, with the suggestion that the products delivered should be carefully tested. These efforts have brought forth a good response and have indicated that a well directed campaign of action would not only procure better observation of code provisions by manufacturers, but also secure delivery to the government of products of the proper quality.

Therefore a program for action has been developed and placed under the direction of B. R. Jacobs at Washington. Briefly the plans are as follows:

A procedure will be set up by which will be quickly ascertained the name of the successful bidder on every award and the price bid. The Open Price Division at Chicago will determine whether a violation of the code appears to be indicated. If the price is a violation then the facts will be presented to the interested department with a request that the contract be canceled, if already awarded or be withheld if not awarded, on the basis that the manufacturer is not in compliance with his code. If the low bidder is a jobber the same procedure will be followed, because under Executive Order 6646 governmental agencies operating with Federal funds will be justified in refusing to accept delivery from either wholesaler or manufacturer, if shown

that the manufacturer of the goods is in violation of his code.

Mr. Jacobs further will present to the purchasing authorities, particularly the Quartermaster General of the Army, the opinion of the administrative staff of the Code Authority that the products being delivered to the various governmental agencies in many cases do not accord with the specifications. He will cooperate with the Federal Specifications Board and the Government Examining Laboratories in any necessary improvement in their methods of testing macaroni products, and in furnishing them with analyses of semolina of various grades and other data so that they can determine without much doubt whether deliveries comply with the specifications. No attempt will be made by the Code Authority or its staff to check up on the quality of these deliveries, as this function is reserved to the Government.

Also, Mr. Jacobs will negotiate with the Federal Specifications Board for a change in the specifications for a Type I macaroni product from No. 1 semolina to standard semolina. The Illinois Emergency Relief and the Milwaukee county institutions have recently made such a change in the interest of economy.

Blue Light Rays Speed Spoilage

Rays of light at the blue end of the spectrum are responsible for much of the spoilage of foods commonly termed rancidity, reports Mayne R. Coe, chemist in the U. S. Department of Agriculture. He arrived at this decision while following up investigations on the causes of rancidity in foods. He showed that chlorophyll green wrappers retard development of this kind of spoilage almost as well as does the total exclusion of light.

The original tests were made to find some kind of container or wrapper that would greatly retard or entirely prevent development of rancidity in oil bearing foods. When chlorophyll green and black showed their superiority the next step was to learn how the various light rays behaved in this respect.

Black wrappers exclude all light, but black is not desirable for commercial use so the department has recommended chlorophyll green, which gives almost as good results. The green used by Coe excluded light rays from both ends of the spectrum, so the identity of the harmful rays remained unknown.

"If green is to be used in packaging," says Mr. Coe, "it is important that the particular green be chosen which excludes the active rays that cause spoilage. Just because the wrapper is green is no assurance that it gives adequate protec-

tion against the development of rancidity. It is possible for a firm to suffer great losses by failing to choose the proper protective shade of green."

As a result of this investigation a number of products are at present being packaged in bags or cartons protected from light by green or foil.

Manufacturer's Wife Shot

Mrs. Philip Morici, 60 years old, wife of a stockholder of the Chicago Macaroni company, Chicago, Ill., was seriously wounded by robbers or kidnapers the evening of Oct. 22, 1934.

She was riding in an automobile with her husband and daughter Genevieve, the latter driving, when three men in another car attempted to force the Morici car to the curb. When the daughter eluded the attackers, who had handkerchiefs tied over their faces, they opened fire, one bullet striking Mrs. Morici in the back of the head, which deflected by the bone came out over the eye. She is expected to recover. No motive is known for the attack that almost caused the death of an innocent passenger on an evening's pleasure ride.

A good excuse for failing is a poor substitute for the thrill of succeeding.

Is Business Overregulated?

Enthusiasm for collective corrective governmental regulation of abuses and activities should be curbed before the regulators are stampeded into all sorts and kinds of minute regulations which will hamper and hamstring the free flow of business. That is the view of Albert H. Morrill, president of Kroger Grocery & Bakery Co.

"The world has always been ruled and will always be ruled by the aggregate of the activities of the individual. Since the day when Caliban, the mythical embodiment of the caveman, emerged from his den with club in hand the entire object of the struggle of the individual has been to obtain food, warmth and shelter. This objective will en masse always ultimately force the wishes of the individual on the body politic and on governments, even though it takes him generations to bring about his desired results," he said.

"This being so in the world in general, it will be particularly so in America. Here the nation and its people are young, virile, rich in natural resources. Their movement toward the goal of the greatest good for the greatest number and their ultimate attainment of this goal is as certain as was the ultimate triumph of civilization over barbarism."



Customers won't blame the Drouth for poor Macaroni!

They'll blame the manufacturer. And switch to a brand that gives them the firm, amber, flavor-full macaroni that is made only from top grade durum semolina.

True, the present shortage of first quality durum wheat has made a difference in the price of fine durum semolina. This presents a temptation to the macaroni manufacturer to use semolina of a grade not quite up to the best, to risk the dangers of inferior quality.

A market damaged by loss of consumer confidence is an ex-

pensive item in any budget—an item far more costly than the maintenance of unquestioned quality—an item *too* costly.

That is why your decision to maintain, or improve, the standard of your product is both sound and important. *Quality always wins!* As usual, Gold Medal is using only the top grades of durum wheat necessary to maintain color, strength and taste unaltered—the characteristics that are essential to you in holding and expanding your market.



Gold Medal Semolina

"Press-tested"

Advertise Cheese--Why Not Macaroni?

The cheese making industry has developed so rapidly that new outlets must be discovered and the Wisconsin cheesemakers are satisfied that their growing surplus can be taken care of only by educating the American people as to the true worth of American made cheese. That it is superior even to some of the renowned foreign made cheeses is admitted by connoisseurs. To convince the laymen is the objective of the Wisconsin Cheesemakers Publicity association that will sponsor the publicity program.

In its first bulletin to the Wisconsin cheese makers, edited by C. P. Holway, ever firm and individual in any way connected with the trade is invited to lend both moral and financial support to a modest campaign of cheese publicity by way of radio and magazine advertising. Thus this rather new industry is now doing what the macaroni-noodle industry should have been doing for many years with the same objective in view, that of keeping macaroni products on the American table from which it is being crowded out by advertised and better known foods.

Every argument presented by the cheese bureau in the first bulletin directed to the 2137 cheesemakers in Wisconsin to convince them of the need of such a general educational campaign and to get their moral and financial support in putting it over, is exactly the same as the arguments often presented to macaroni-noodle manufacturers as reasons for forgetting their little differences and to combine in a strong effort to make Americans just a little more macaroni conscious. If 2137 cheese manufacturers, a few large and many small, can be induced to cooperate in such an essential advertising campaign, there seems to be no good reason why 200 of the better class of macaroni men should not be willing to set aside a small sum monthly in support of a modest macaroni publicity campaign.

The Wisconsin Cheesemakers Publicity association, says the bulletin, is a nonprofit organization formed for one purpose only—to get the people of America to eat more Wisconsin natural cheese of all types. The macaroni industry has long had such a nonprofit organization in its National Macaroni Manufacturers association,—and a similar objective, to have macaroni products served oftener in American homes.

"There is only one way to do this," says the bulletin. "That is to advertise. Every other manufacturer of foods advertises his wares. He could not stay in business without this advertising. Each one of us cannot hope to carry out this publicity and educational program alone, but by uniting, joining hands, sharing the investment, pulling together, we can do it.

"We cannot dodge the fact that this takes money. To get this money—that insurance for our market—each cheesemaker is asked to agree to pay one

per cent of his gross sales to the association. This is a very small sum. Most successful business firms set aside from 6% to 10% for their advertising. If it did not pay them, they would not do it. They know it pays. But if every cheesemaker shares, the 1% will do the job for us.

"You do not need to be told how we will get people to eat more of our cheese. Pick up one of the wife's magazines. Look at the food advertisements. Go to your grocery store. Look at the window and counter displays of other foods. Look at the window posters. Listen to the food programs on the radio. Notice the billboards when you drive down the highway.

"We can do that. We can profit as these people profit. We can have magazine and radio programs. We can raise the price of cheese. We can get people to eat more of our cheese. If we can only get each family in the United States to eat ONE MORE POUND OF CHEESE IN A WHOLE YEAR, our troubles will be over. Our job is that easy, and that difficult.

"And there is one way to do that job, by uniting, by forgetting our little differences if any exist—by joining hands and working together. For too long we have waited patiently for some one to do the work for us, to come and help us. No one has ever come,—no one ever will come. We have got to HELP OURSELVES. That is why the Cheesemakers Publicity association was organized."

In exactly the same manner can the macaroni-noodle manufacturers broadcast the virtue of American-made macaroni, spaghetti and egg noodles. Must we wait until most all face actual ruin before they recognize their duty to themselves and to their industry? Let's start something, NOW.

Wheat Products Essential Food Element

The importance of grain products as the source of the very essential elements for body building and maintenance was fully considered at the first fall meeting of the American Association of Cereal Chemists Northwest section at Dunwoody Institute Minneapolis, to study some of the newer findings in the field of nutrition as they pertain to bread. It was really a resume of the papers and discussion on the subject presented at the September meeting of the American Chemical Society held in Cleveland. The meeting was attended by Dr. C. H. Bailey and Dr. R. C. Sherwood who discussed these new investigations before the Northwest Section, and it was clear that not only did the studies demonstrate the importance of bread in the American diet but add greatly to our store of knowledge. By a novel method it was found possible to determine the percentage of total carbohydrates present large-

ly in the form of starch which is made available in the form of sugar, and then utilized by the body as a food.

Dr. McCollum expresses the opinion that the food of the American should consist of 40% wheat flour, 20% dairy products together with fruits, vegetables of all kinds and small increments of other cereals, and further states that bread should be regarded as an energy food. None of these investigations reveals any nutritional reason why there should be a decline in the per capita consumption of flour and baked products.

Young Manufacturer Dies

Nazareno Costa, well known manufacturer of macaroni products in Chicago, died suddenly on Oct. 25, 1934 at the home of his mother, Mrs. Vito Costa. He had been in the best of health, attending regularly to his business as plant and office manager when he suffered an attack of gripping pains. Rushed to a nearby hospital, he lived only a few hours.

Nazareno Costa was born in Morereale, Italy on July 13, 1904 and came to America with his parents when a lit-



Nazareno Costa

tle lad, choosing Chicago for his new home. He attended the grade schools, readily learned to speak English but at the age of 15 was called upon to enter his father's macaroni factory, learning the business both from the plant and the office end. On the death of his father, Vito Costa, he assumed full charge of the plant, though assisted by two elder brothers.

He was unmarried, living with his mother at the time of his death. The brothers who survive are Salvatore and Benedetto. He was an ardent supporter of the National Macaroni Manufacturers association having enjoyed membership in that organization many years.

Macaroni Industry May Settle Own 'Damages'

Approval of an amendment to the Macaroni Industry Code permitting members of that industry, who desire to do so, to enter an agreement among themselves providing for "liquidated damages" in cases of Code violations has been announced by the NRA.

The intention of this liquidated-damages agreement is to avoid resorting to court action to determine the extent to which a code violation has harmed any person or firm. The amendment just approved recognizes that violation of any provision of the code will "disrupt the normal course of fair competition in the industry and cause serious damage to others," the amount of which damages "it will be impossible accurately to determine."

In accordance with the new amendment members of the industry may agree that any party to the agreement will contribute a certain fixed sum to the treasurer of the Code Authority if at any future time that firm is found guilty of violating the code, the amount of the contribution to be in accordance with a fixed schedule which is part of the agreement and to vary in accordance with the kind and degree of the violation.

Adoption of this agreement by the entire industry would enable the industry itself to settle its own disagreements arising under the code, without reference to

any outside arbitration or adjudication, eliminating the necessity for government enforcement to a large extent.

Liquidated Damages

Examples of the amounts of liquidated damages to be paid are as follows:

Violation of the wage provisions of the code would require payment of the difference between code wages and those actually paid; violation of the hours provisions would require payment of code wages for the overtime; for any other labor violation the payment would be \$100.

Violation of any other provision involving a sale of products of the industry would call for payment of 20% of the selling price, or of the proper selling price under the code, or of 2c a pound, whichever is highest. Failure to pay code assessments would require payment of 1% additional a month. Most other non-labor violations would require a \$100 payment.

The Code Authority may waive liability for payment of the liquidated damages agreed upon "for any violation it finds has been innocently made and resulting in no serious injury."

The Macaroni Code Authority is preparing a form of contract under this liquidated damage provision of the code which macaroni manufacturers will be

asked to sign voluntarily offering to operate under its provisions. It is expected to have this contract ready for signing before the end of the month.

Noodle Manufacturer Succumbs

Charles Kientzel, president of the Kientzel Noodle company, died early in November at his home, 8650 St. Charles Rock Road, St. Louis county, following a lingering illness. Burial in Mount Lebanon cemetery.

Mr. Kientzel was president of the noodle firm which he organized in 1913 and since controlled. He was born 67 years ago in Alsace-Lorraine, France and migrated to this country on attaining manhood, settling in St. Louis, Mo. where he worked at the bakery trade before launching the noodle firm.

Surviving are his wife, Mrs. Louise Kientzel, two daughters, Mrs. J. H. Hilmes and Miss Margaret Kientzel and two sons, Charles E. and Adolph J. Kientzel.

It matters much whether the fact that time flies is a speculated upon fact or an acted upon fact.

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

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

They know Commander Superior Semolina is dependable.

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



COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



WHO SELLS IT

BUYER'S GUIDE

WHERE TO BUY IT



Responsible Advertisers of Macaroni-Noodle Plant Service, Material, Machinery and other Equipment recommended by the Publishers.

Amber Milling Co.
Flour and Semolina

Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses and
Pumps

Champion Machinery Co.
Brakes, Flour Blenders, Sifters and
Weighers, Mixers



Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing Machines

Commander Milling Co.
Flour and Semolina

Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

Decatur Box & Basket Company
Shooks and Wooden Boxes

Duluth-Superior Milling Co.
Flour and Semolina

Charles F. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

NRA Rules on Macaroni Premiums

The offering and giving of premiums as an inducement to buy more brands was ruled to be not in violation of the provision of the Macaroni Code that permits the use of premiums if their cost is included—the filed and selling price.

This has been a matter of considerable controversy in the trade, particularly in sections where premiums have been and are being freely offered. The alleged nonenforcement of this provision as interpreted by those objectors, has been their excuse for violating other code provisions. With this official interpretation, the Macaroni Authority can no longer be accused of failure to do its duty as alleged. The NRA ruling, dated Nov. 9, 1934, reads:

"Division Administration Armin W. Riley announced (Nov. 9th, 1934) an interpretation by the National Industrial Recovery Board connection with the giving of premiums by members of the macaroni industry.

"A group of concerns charged that five other companies located in and around Brooklyn and in New Jersey were violating Art. VII, Sec. 8 of the Code by giving premiums in exchange for a stated number of designs cut from their macaroni containers. It was ruled by the Board that the giving of premiums in the

manner described was not a violation of the Code.

"The section provides that 'no member of the industry shall offer any prize or premiums or gift in pursuance of a plan which involves fraud or deception or lottery, or which is an indirect price concession.'"

Interpretation Number 234-21

Name of Code: Macaroni Industry. Approved Code No. 234, Art. VII, Sec. 8.

Applicant: Roman Macaroni Company, Inc., 3518 37th st., Long Island City, N. Y. et al.

Facts: It is alleged that the giving of premiums in the manner as herein-after set forth is a violation of Art. VII, Sec. 8, of the Code of Fair Competition for the Macaroni Industry. The premiums are given in the following manner:

"1. V. La Rosa & Sons, Inc. Brooklyn, N. Y. for offering a 10 quart aluminum pot for 400 large roses cut out of the cartons; and a 6 quart aluminum pot for 200 large roses cut out of the cartons.

2. Atlantic Macaroni Company, Long Island City, N. Y. for offering two cans of imported tomatoes for 100 pictures of the Atlantic factory cut out of the one pound carton.

3. Ronzoni Macaroni Co., Inc., Long Island City, N. Y. for offering various premiums out of a list of premiums for coupons cut from the cartons.

4. National Macaroni Co., known as B. Filippone & Co., Passaic, N. J. for offering various premiums out of a list of premiums for coupons cut from the cartons.

5. Campanella, Favaro Glaviano Corp., Jersey City, N. J. for offering \$1.00 cash in exchange for 200 pictures of General Diaz cut out of their one (1) pound cartons."

Question: Is the giving of premiums, as illustrated by the examples hereinabove set forth, violations of Art. VII, Sec. 8, of the Code of Fair Competition for the Macaroni Industry?

Interpretation: It is ruled that the giving of premiums in the manner as illustrated by the examples hereinabove set forth, under the caption "Facts," is not a violation of Art. VII, Sec. 8, of the Code of Fair Competition for the Macaroni Industry.

Approval recommended by Robert F. Wilson, Code Legal Adviser, Weld M. Stevens, Deputy Administrator; Found not inconsistent with established policy—E. M. Jeffrey, Chief Review Division.

Approved: National Industrial Recovery Board, by Armin W. Riley, Division Administrator, Nov. 9, 1934.

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Millions in Back Pay Restored

Since its creation on Oct. 26, 1933 the NRA Compliance Division has been instrumental in restoring \$2,000,000 in back wages to thousands of workers under NRA codes according to "Highlights of the Week," official bulletin for the week of Nov. 1, 1934. This sum represents the difference between the wages actually paid workers and amounts they should have been paid under applicable code provisions.

In addition to this figure, 16 Code Authorities report that up to Sept. 29 of this year, they had effected wage restitutions amounting to \$523,119.59 to 70,000 workers.

Of the wage restitutions reported to Nov. 1, 1934 less than \$10,000 was paid by macaroni-noodle manufacturers, indicating either that the industry as a whole has been quite generally observant of the hour and wage provisions of the Macaroni Code or that the compliance division has not yet caught up with those who have elected to chisel in this matter. There is every reason to believe that the amount to be paid will be greatly increased as a result of a thorough investigation of the payrolls of several large and some small firms that is now being made by the Compliance Division in cooperation with the national and regional organizations under the Macaroni Code.

The sums paid in the form of restitution wages by macaroni-noodle firms

range from a high of about \$3,000 in one plant to a few dollars in the cases of smaller violators.

Grasses Welcome Daughter

From Chicago comes this announcement of interest to the trade: A baby girl was born to Mr. and Mrs. Sidney Grass, weight 7 pounds 11 ounces on Oct. 20, 1934. This is this young couple's first child and has been named Lois Jean.

The happy father is an executive of the I. J. Grass Noodle company of Chicago.

Die Maker at Headquarters

Among the callers at the headquarters of the National Macaroni Manufacturers association, Braidwood, Ill. early last month was Frank Lombardi, well known maker of macaroni dies with offices in Chicago and his salesman A. E. Benoit. They were enroute to St. Louis on business and stopped off in Braidwood principally to obtain a copy of a convention photograph taken on the roof of the Astor hotel, New York city in 1929. Since Secretary Donna had no extra one Mr. Lombardi's wants went unsatisfied, so if any member of the industry has such a photograph to spare, Mr. Lombardi will greatly appreciate it.

"Bill and Ginger" Macaroni Program

So well satisfied was the C. F. Mueller company with the radio programs provided by "Bill and Ginger," popular young song-and-script team in their three-a-week appearances last year, that it has retained them for the 1934-1935 season on a 5 times a week basis. Under the new arrangement they went on the air Oct. 15, 1934 from 10:15 to 10:30 a. m. EST every week day excepting Saturday. Their jolly chatter and tuneful songs blend most appropriately with announcements stressing the value of macaroni and noodles, especially the Mueller brand.

The sketches originate in WCAU, Columbia's Philadelphia outlet, but will be staged once a week in Columbia's new studio in the garage of America's Little House on Park avenue, New York city, as soon as it is completed. Arthur Q. Bryan continues as the script writer.

"Ginger" is the nickname of Virginia Baker, whose Quaker ancestors came to Philadelphia with William Penn. "Bill," known professionally as Lyn Murray is a prominent former vaudevillian who has teamed with "Ginger" for more than two years. This new Mueller radio broadcast will be heard over stations that completely blanket the eastern half of the United States.

It is well to keep in mind that dark spots are danger spots.

DON'T JUDGE A TURKEY BY ITS FEATHERS!

Likewise don't judge a Die by its superficial appearance.

They may all look alike on the outside, but

remember its the stuff-in 'at counts

ask;

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, New York

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

THE ENERGY FOOD

Chinese Macaroni "Yen"

If age makes an aristocrat—then macaroni, spaghetti and noodles are indeed aristocrats of the dining table.

Long before the Christian era macaroni was a delicacy of the mandarin's repast. Early Roman adventurers invading the orient introduced this delight to Italy. And Italian makers of macaroni and spaghetti soon learned that in order to produce it in all its full-flavored quality, macaroni had to be made with the heart of durum wheat from Russia, not white flour. It was the hard, golden grain of durum—the hardest of all wheats—that gave the oriental macaroni its amber tint, its rich "nutty" flavor and solidity—even after cooking.

Records have it that in no time at all after the arrival of the Mayflower, spaghetti and macaroni won first place as a household dish in the United States. But these early Americans, more thrifty than

"cranky" about their food, were willing to accept macaroni made with white flour rather than semolina (the adopted trade name for durum wheat flour). The results were dismal—white flour macaroni was nine times out of ten colorless, lacking in flavor and pasty—and Americans lost their taste and their talent for preparing and enjoying this age old dish.

But food experts persevered, and finally the U. S. Agricultural Department, after long experimentation imported durum wheat from its native soil in Russia and transplanted it successfully in Dakota and Minnesota.

A very good macaroni is also made from "farina" of hard wheat, which comes next to durum in possessing elements of food so essential in this product. The French people, for lack of du-

rum wheat early developed a hard domestic wheat whose farina contained the necessary gluten to give the macaroni and spaghetti strands the strength and tenacity to withstand the drying process. Tray drying also aided in developing the manufacture of farina macaroni.

Today with the domestic harvest of hard and durum wheat available, tons of semolina and farina are used annually in the making of macaroni, spaghetti and egg noodles for home consumption.

Here is a rare food. Richer in protein, an adequate and tempting substitute for meats. And it can be served in such an endless number of ways! A food for epicureans that is at once nourishing, tempting and economical, a real Energy Trio in one food that is well within the reach financially of all classes of consumers—the King of Wheat foods as Bread is the Staff of Life.



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King Midas Semolina

The Golden Touch

A Uniform Dependable Semolina

FOR the discriminating Macaroni Manufacturer who wants, insists upon, and who will not take a substitute for the best in a strong evenly granulated, rich amber colored and cleanly milled Semolina.

King Midas Semolina is made with only one thought in mind---to meet the exacting demands of quality Macaroni Manufacturers.

KING MIDAS MILL CO.
Minneapolis, Minn.



Processing Tax on Imported Macaroni

To clear up the moot question as to whether foreign manufacturers and importers are required under our laws to pay the processing tax on macaroni products imported into the United States, the National Macaroni Manufacturers association took up the matter with Federal officials through B. R. Jacobs, its Washington representative. In a letter to the secretary he reports that the processing tax is collected on all macaroni products manufactured outside the United States and sold in this country:

"Replying to your memorandum regarding processing tax on imported macaroni products, I have just received the following information from the Bureau

of Internal Revenue, U. S. Treasury Department:

Under Section 15-e, Agricultural Adjustment Act, it is mandatory on the Treasury Department to collect a compensating tax on all agricultural products imported into the United States on which there is a processing tax.

The Secretary of Agriculture established conversion factors for macaroni products which are as follows:

For macaroni, spaghetti, etc....250
For noodles and egg noodles....238

Applying the processing tax of 30c a bushel on wheat to these factors, the additional import tax on plain macaroni products is 75c per hundred, and for egg macaroni products it is

71.4c per hundred. This tax has been collected on all important macaroni products since the processing tax went into effect July 9, 1933."

HERE AND THERE

Life can be lived importantly only by being lived usefully.

The words in which we think thoughts affect our actions. Let's think of WORKING to the top as against just thinking of GETTING to the top.

If we only could say: "I've been giving it a lot of action," as often as we are able to say, "I've been giving it a lot of thought."

How did he get there? Elementary. Watson, elementary. By having one objective.

DECATUR SHOOKS

CLEAN BRIGHT DRY

ACCURATELY SIZED
PROMPT SHIPMENTS ALWAYS

WE SPECIALIZE IN ATTRACTIVE WOODEN BOXES FOR QUALITY FOOD PRODUCTS

DECATUR BOX AND BASKET COMPANY

INCORPORATED

SALES OFFICE: STARKS BUILDING

LOUISVILLE, KENTUCKY

Mill and Main Office Decatur, Ala.



Secrets of Successful Trade Marking

Look—for—the—Mark—Reaction to the Newest Deal

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

We're in for a sequel to read-the-label movement, which has been more or less to the fore, these past few years. Like its forerunner, this latest scheme to sharpen the eyesight of food consumers is being initiated indirectly, if not directly, by the government. It has this difference, though, that where the Read-the-Label propaganda was hatched by the U. S. Food and Drug Administration (born of a desire to protect the public) the twin plot to put retail purchasers on their guard was inspired by the practical men in one branch of the food industry.

Not to sail under false colors, let it be acknowledged quickly that the macaroni group has had nothing to do with starting this latest project. The canners of fish, etc., sowed the seed, and Congress late in the last session passed the special act that makes it possible. But let no reader miss the significance of this new slant in public policy just because it doesn't contact the macaroni trade at the first go-off. The look-see gesture is going to have its effect on the brand consciousness and brand sensitivity of people in general. It seems destined to set the drift of a trend to quickened public curiosity as to food that must inevitably extend to macaroni and kindred products.

Tersely stated, what has come to pass is that the Department of Agriculture has set up in one corner of the food field a new pattern of censorship or supervision which results in the issuance to the public of certified products, duly marked to indicate that the wares have successfully passed the new-fangled government inspection. The result of this extra, added scrutiny by Uncle Sam is to mount on each duly approved food unit, one or more supplementary marks. Marks which are quite separate and apart from the packers' brand or trade mark, yet which perform something of the same service as does a trade mark.

Here, if you please, we have the nub of the new matter. The Look-for-the-Mark urge which is being automatically applied via this newest deal is not so much with reference to trade marks as to the fresh hangers-on. Batch marks, species marks, etc. are to be brought into the picture. No longer will the conscientious householder be content to check up his purchases by master brand alone. He may have to learn how to translate cryptic inscriptions in order to learn the full truth but, that done, he can know more about the inside history of his processed food than he could have learned under the old system.

Perhaps, though, the one highest point of interest in this latest development is

that it tacitly commits Uncle Sam to the principle of coding and dating food packaging. Coming as it does just when certain branches of the food industry are turning voluntarily to the "dated" technique, it creates a situation full of possibilities. The governmental prestige may mean something for the popularity of the idea. Each added application will further accustom the food purchasing public to "dated" packages. And who will say but the final outcome may be to rouse a public instinct to demand date lines on all food delivered in closed containers.

Since a whole new stream of influence is being set in motion by this latest adventure in food identification under Federal endorsement, perhaps it were just as well to get the plot from the start. As has been said, the food administration did not start the maneuver to give more power to its arm. Indeed, the matter was well on its way in Congress before the regulatory staff heard of it. Certain packers of fish products, notably shrimp, worked out the scheme because they wanted for their goods a form of Federal O. K. that would insure against these goods being stopped in interstate commerce and stigmatized as "held up," even if not actually found guilty.

Macaroni men, no less than our friends in the packaged fish field, have chafed now and again because of the circumstances that, up to now there has been no way in which Uncle Sam could apply the pure food rules until after the products entered Federal jurisdiction, usually by way of interstate shipment. This has necessitated the collection of samples at distributing centers and, where the product was found to be in violation, the institution of proceedings against the goods in the hands of the trade. All of which was sometimes mighty awkward for a packer who made an unintentional slip in quality.

To cure this trouble at the source the fish packagers who are blazing the new trail hit upon the idea of attaching to the Federal food law an amendment which would give the government authority to maintain continuous inspection in the food plants of packers who wanted such supervision. To the end that any condition which might eventually lead to the shipment of goods in violation of the law would be nipped in the bud. This is what is just now coming to pass. Congress gave the authority earlier in the year and late this autumn the department will issue the regulations which will bring into being the routine of the new service. Of course the idea is not wholly novel. Maine and Cali-

fornia for instance, have already tried the experiment. But this is the first application of the formula to the national scene.

As the heart of the new institution of voluntary supervisory inspection we have the enlargement of the labeling structure which is so confidently counted upon to convert the public into wary mark-scanners. The government regulations, soon to be promulgated, will require that containers or packages which undergo the new test of government inspection shall be "marked with codes" to show the establishment where packed, the day and year of packing, the hour or batch number, the species of the product and the style of the pack. In short, here is contemplated a tabloid placard on the package which will give to the initiated a thumbnail history of the career and character of the packaged eatable. Code marks are usually, of course, "blind" messages, intelligible to insiders (including government inspectors) but Greek to persons not in the know. But it is within the power of the individual packer to take his public into his confidence wholly or partially by showing customers how to interpret or translate the inscriptions in the special shorthand.

Every packer who desires to get in on this new deal in governmental certification must submit to Washington two proofs or six specimens of each label which he intends to use on or within his shipping cases. When the labels are approved he may blazon the magic words—"Production Supervised by the U. S. Food and Drug Administration," with or without the official number. But, here's a joker—the regulations will require that the new inspection mark "shall be plainly and conspicuously displayed and so appear as to be easily observable in connection with the brand name."

The beauty of this latest deal, from the viewpoint of the food packer who likes to preserve his independence and individualism, is that it is wholly optional. Uncle Sam is not (certainly not at this writing) forcing anybody to put his product to the new program of perpetual examination. On the contrary the food manufacturer has to pay a fee to have the government vouch for his goods in this wise. All the same, every macaroni marketer may have to reckon with public impulse if food buyers as a whole get the habit of looking for the new-fangled source marks. To drop an anchor to windward against that trend, the packer will need all the strategy he can summon in glorifying and dignifying and emphasizing the function of his own master trade mark as a pledge and a promise, sufficient in itself.

NOODL-ETTES!!!

By MacNoodle



Wanted:
More
Brains!

This year—and every year—some business men are making money and some are not. If I am among those who are not it would seem pretty important that I find out why my competitor can beat me at that important game.

I hate to admit I am a business dumbbell while he is a commercial Phi Beta Kappa man, and yet doing business in the same field and under similar conditions, if he has gone ahead and I have slipped back, is there anything for me to do but admit he has a better business head than I?

A lot of men are denying vocally that they are business fools, while at the same time proving financially that they are liars. It isn't the talk a man hands out to his acquaintances, but the cash he hands into the bank that marks him a success or a failure.

Some who have been working harder this year than ever before in their lives have still lost money. They have not been able to see just why they made no money when they were working so hard. It ought not to be difficult to explain. Everybody knows the Chinese farmer, plowing with an ox and a crooked stick works hard enough. If hard work were the criterion, he ought to be making more money than the wheat grower who rides around his fields in a motor car, telling other men where, when and how to use his motorized equipment. It isn't sheer hard work that makes success. It is brains plus as much hard work as is necessary.

The question among business men should be not whether times get better or worse, but whether their ability is equal to handling the situation, whatever the times.

It is up to the man who is not making money to acquire more brains, more knowledge of how to handle his business—or to get into a business suited to the brains he already has.

The past five years have shown plenty of men they were square pegs in round holes. Their ability didn't fit their jobs. They may have had enough ability, but developed in the wrong direction. Many other men have found they have been succeeding despite meager ability, because conditions made success comparatively easy in their field. But what concerns us now is today's situations, not yesterday's. Can we and how can we meet the situation as it is? Do we need to change to a different activity? Or will it be better to adjust our present activity to our lowered capacity? If we are losing out, we must do something, and the first thing to do is to get our brains at work on our problem.

A User's Comment

PROCINO-ROSSI, CORP.
Manufacturers of
MACARONI PRODUCTS
48-54 Washington St.
Auburn, N. Y.
Phone 2588

October 11, 1934

CHAMPION MACHINERY CO.
Joliet, Illinois

Gentlemen:

We have been operating the flour handling outfit we purchased from you for some time, now, and find it in every way satisfactory. The service you rendered us was also pleasing to us and of a great help to us.

Very truly yours,

MAD PROCINO-ROSSI CORP.

Champion Equipped Plants

are the successful plants in the macaroni and noodle manufacturing industry. Champion equipment enables them to save many hundreds of dollars annually and to produce superfine quality products which result in a steady increase in business.

The modern Champion Flour Outfit shown here will pay for itself over and over, because it insures absolute accuracy, increases handling capacity and enables you to turn out uniformly good products day in, day out. Ask us to send you full free details TODAY!

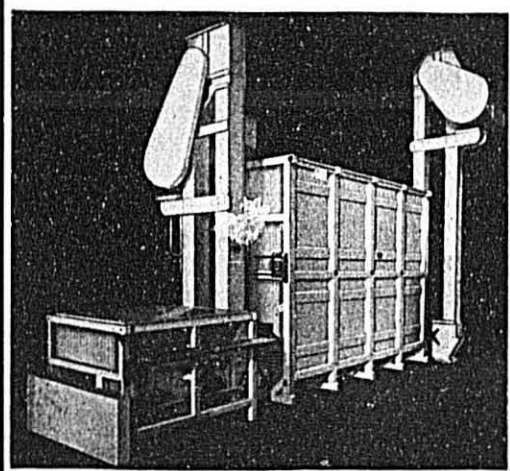
Champion Machinery Co.

JOLIET ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets New York, N. Y.



Notes of the Industry

Skinner Products at Omaha Show

The products of the Skinner Manufacturing company, Omaha, Neb. were among those prominently displayed by 45 of the state's leading food manufacturers and packers at the annual food show sponsored by the Omaha Retail Grocers association starting Oct. 29, 1934. Of the many very attractive exhibits that showing this exhibitor's macaroni, spaghetti and egg noodles rated among the best according to grocers and housewives who attended the show during the week.

Kentucky Company Enlarging Plant

According to E. W. Pica, one of the chief executives of the Kentucky Macaroni company, Louisville, Ky. a new addition to take care of the added business which the firm is enjoying will be ready for occupancy soon. The enlargement will add about 24,000 square feet of space and will increase the plant capacity to 600 bbls. a day.

Old Firm Incorporated

The D'Avella Macaroni company of Belleville, Newark, N. J. has been granted incorporation. The firm has a capital of \$250,000, quite closely owned. Peter A. D'Avella acted as the agent in the incorporation procedure.

Pepe at Wonder Show

Macaroni products were exhibited as one of the wonder foods at the Wonder Exhibition held in Waterbury, Conn. The exhibit was sponsored by F. Pepe Macaroni Manufacturing company of that city. In connection with the show, Frank Pepe, proprietor of the macaroni plant issued a statement substantiating macaroni's claim as a wonder food:

"Years ago macaroni had to be made from wheat imported from Russia. But after years of research, American government officials cultivated and nurtured some of the seed obtained in Russia, encouraged its growth in the north-

west states, resulting in a wheat that is perfect for semolina making. Macaroni soon became a popular food, even among Americans, so that even in our small plant we manufacture and distribute from 15 to 20 thousand pounds per day."

Frank Pepe, who knew much macaroni making, but little about its distribution, decided to open a plant for domestic production of this favorite, wonder food, hiring Philip Moreschi to look after sales and distribution. The combination proved a happy one and even until this day the Pepe Macaroni plant is known far and wide as the producer of a high quality product, a truly "wonder" food.

Entertain Housewives at Plant

Macaroni products must evidently be a prime favorite among the society women of the Twin Cities, Minneapolis and St. Paul. At least the manufacture of this food is interesting to the members of the St. Paul Housewives League, because as their first of a series of educational expeditions they chose the Minnesota Macaroni company plant to open their fall and winter monthly educational trips. The afternoon of Oct. 22 was devoted to an inspection of the plant and getting firsthand information of just how macaroni products are made. Later there was a demonstration by Guillaume brothers as to best ways in which the products may be prepared and served. Each of the visiting members of the club was given a sample of the products and a booklet of recipes showing the numerous ways in which this satisfying and economical food can be prepared to please the taste of every member of the family.

Certain Farmers Exempt

The National Industrial Recovery board has approved an order recommended by Division Administrator Armin W. Riley exempting farmers who sell their own produce direct to the consumer from all provisions of the ap-

proved code for the retail and grocery trade. The stay was issued subject to further orders by the board. The order was recommended by the Code Authority.

Rockford Firm Liquidated

Former officials of the Rockford Macaroni Manufacturing company, Rockford, Ill. have announced liquidation of the firm as of Nov. 10, 1934. The company has been operating under heavy handicaps for some time and finding it impossible to overcome them it was agreed to liquidate.

A new firm has arranged to operate the macaroni plant at 310 Morgan st. under the name of Ippolito and Gebbia.

P. A. O'Connell Honored

P. A. O'Connell, former NRA compliance director for Massachusetts, was given a dinner at the Alpini restaurant, 792 Beacon street, last month, by a group of leading manufacturers in the macaroni industry, in appreciation of his work in their behalf during his administration. H. C. Gruber, regional secretary of the Macaroni Code Authority, was toastmaster.

As compliance director Mr. O'Connell was believed responsible for doing away with mislabeling and misrepresenting the ingredients in certain brands of macaroni, most of which came into the state from outside manufacturers.

Mr. O'Connell was presented with a combination desk clock and barometer the same afternoon in behalf of the staff at the NRA headquarters in the Chamber of Commerce building. The presentation was made by Ralph Cahouet, legal adviser of the NRA. Maj. John J. McDonough, present compliance director, also was present.

Plan Macaroni Advertising

To plan and direct a series of advertising to cover Massachusetts and other New England states, starting early in 1935, the Prince Macaroni Manufacturing company, Boston, has engaged the services of Badger & Brownin, Inc., Boston, Mass.

Mr. and Mrs. Peter Cassinelli of Grantwood and Mr. and Mrs. Emilio Zuccarini of Brooklyn were hosts to the employees of the Peter Cassinelli Macaroni company of North Bergen.

The event took place in the Cassinelli plant. The committee in charge of the arrangements consisted of Miss Adele Fiorentino, Mrs. D. Mortedo, Waldo Fiorentino and Howard Coyle.

The first floor of the plant was transformed into a Grotto Azzurra, the color scheme being orange and black. The

walls were completely covered with orange and black streamers, beautiful lanterns, witches, skeletons, cats, owls and balloons. Twelve tables were situated around the dance floor. At each end of the tables were candles with a Halloween cake as a centerpiece. Favors and hats were given to each guest.

A spaghetti and chicken dinner was served at 8 p. m. to about 150 people. Refreshments were served throughout the evening.

Entertainment was games and dancing.

Employees

Halloween Party

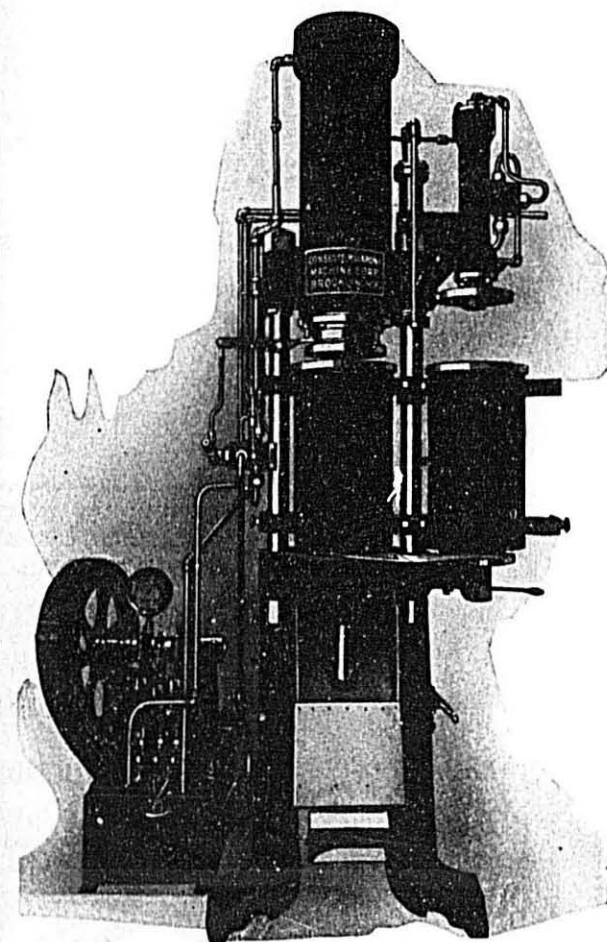
"Employee good will" was the objective of the executives of the Cassinelli Macaroni company, North Bergen, N. J. in planning and sponsoring a Halloween party at its plant, Dell av. and Van Waugen pl. The extent to which that end was attained is contained in the press report of the event, one of the leading social events of the season.

November 15, 1934

THE MACARONI JOURNAL

21

Consolidated Macaroni Machine Corporation Designers and Builders of High Grade Macaroni Machinery



The Streamline Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS
KNEADERS
PRESSES**

**DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS**

We do not build all the Macaroni Machinery, but we build the best

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

F. W. Rawls Appointed Chief

On the occasion of the recent appointment of F. W. Rawls as chief of the Foodstuffs Division of the United States Department of Commerce he wrote a very friendly letter to the secretary of the National Macaroni Manufacturers Association and editor of THE MACARONI JOURNAL offering his fullest cooperation in helping to solve any of the industry's problems insofar as they come under his bureau. His letter, extending an invitation which every macaroni-noodle manufacturer in the country should avail themselves of when the occasion requires, reads in part:

"In line with the policy of Dr. Claudius T. Murchison, Director of the Bureau, I am exceedingly anxious to make this division of maximum usefulness to THE MACARONI JOURNAL, to the members of the National Macaroni Manufacturers Association, and I am hopeful that you may find it convenient to give me helpful suggestions.

"If it would be in accordance with your policy I should also like to extend through the columns of THE MACARONI JOURNAL a cordial invitation to all your readers to make full use of our facilities, and to feel perfectly free at all times to let me know how the Foodstuffs Division can more effectively serve them."

(Signed) Fletcher H. Rawls,
Chief, Foodstuffs Division.

Mr. Rawls is a native of Deer Park, Ala., comes to the Bureau after a long specialized experience with foodstuffs. For nine years he was in Central America and Cuba in the production and exportation of bananas, sugar and other tropical food products. He brings to the Bureau a wealth of practical business experience in both foreign and domestic phases of food production and distribution. Under his supervision the work of the Foodstuffs Division will follow the policy of maximum service to American business which Dr. Murchison has laid down for the entire Bureau.

What the Job Calls For

Be a salesman while selling in the sense in which an actor is an actor while he is on the stage. A good actor goes into his part so wholly that he forgets himself and his personal affairs so completely that he, as an individual, ceases to exist.

We who sell don't commonly do so good a job of self-forgetting. If we're in trouble we think about that trouble along with what we say about what we are selling. If a previous customer has gotten under our skin, it taints our dealings with the next customer we contact.

It isn't enough for us to be good salesmen just at those times when we are in the mood to be that or when every-

thing is so perfect that there's no difficulty about it. We're supposed to be superlatively affable, alert and attentive every minute of the time we are on the job as salesmen. We have no more right to indulge in a let down of selling efficiency when we don't feel like snapping into it than an actor has to give a poor performance because he isn't feeling up to par.

Forming the good habit of automatically being everything a good salesman is supposed to be the moment one steps into the role of being a salesman, is simply a matter of being firm with one's self. It is a desirable state of affairs which will arrange itself quickly enough if salesmen will say, "the job's the thing," as loyally as actors hold to the creed that the play must go on. Efficiency that is at the mercy of moods and feelings is hardly worthy of the name. Let's make ours the disciplined kind that goes into action with everything it has when the command is given.

THINK THESE OVER

Too generally we decide that it can't be done because that is a way out of the work which doing it would involve. The best way to initiate to be successful is to initiate to be useful.

Necessity compels so generally because we so generally wait until it comes to that.

Mediocre ability is nothing but doubted ability.

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 October, 1934 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Golden Age

The trade mark of Golden Age Corp., New York, N. Y. was registered for use on noodles. Application was filed March 17, 1934 published by the Patent Office July 31, 1934 and in the Aug. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since Jan. 1, 1934. The trade mark is the outline of a carton near the bottom of which is an egg-shaped window through which the products are shown.

Sun-Vite

The trade mark of L. A. Pacific Macaroni company, Los Angeles, Cal. was registered for use on alimentary pastes. Application was filed June 30, 1934, published in the Patent Office Gazette Aug. 28, 1934 and in the Sept. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since April 20, 1933. The trade mark is the name in heavy type and in the background appears the sun and its rays.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

Raulli's

The trade mark of Ralph Raulli, doing business as Sunland Biscuit Co., Los An-

geles, Cal. was registered without opposition for use on alimentary pastes and bakery goods. Application was filed June 30, 1934 and published October 2, 1934. Owner claims use since June 1, 1932. The trade name is written in heavy type.

TRADE MARKS APPLIED FOR

Five applications for registrations of macaroni trade marks were made in October 1934 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Cavort

The trade mark of Columbia Macaroni Mfg. Company, Inc., New Orleans, La. for use on alimentary pastes. Application was filed July 14, 1934 and published Oct. 2, 1934. Owner claims use since June 30, 1934. The trade name is in outlined type.

Justin

The trade mark of Columbia Macaroni Mfg. Company, Inc., New Orleans, La. for use in alimentary pastes. Application was filed July 14, 1934 and published Oct. 2, 1934. Owner claims use since June 30, 1934. The trade mark is written in heavy outlined type.

Magdalene

The trade mark of Columbia Macaroni Mfg. Company, Inc., New Orleans, La. for use on alimentary pastes. Application was filed July 14, 1934 and published Oct. 9, 1934. Owner claims use since June 30, 1934. The trade mark is in open type.

Marshall

The private brand trade mark of Western Grocer company, doing business as Marshall Canning Co., Marshalltown, Iowa for use on macaroni, spaghetti, egg noodles, vermicelli and other groceries. Application was filed April 9, 1934 and published Oct.

16, 1934. Owner claims use since Dec. 11, 1919. The trade mark is in large type beneath which appears the seal of quality.

Carol

The private brand trade mark of Krasne Bros., New York for use on alimentary pastes and other groceries. Application was filed Dec. 9, 1932 and published Oct. 23, 1934. Owner claims use since Aug. 1, 1932. The trade name is in large heavy type.

RANDOM THOUGHTS

Having vitality is largely a matter of thinking vitalizing thoughts.

So often when we complain that somebody we trusted failed... what we mean is that we left something to somebody else that we should have done ourselves.

Never mind about the bad start. Concentrate on a good finish.

We give the other fellow his due usually when it is too late to do him any good.

BRAIN EXHALATIONS

So few of us play life as we urge our team to play football.

If the program needs changing frequently, we do well to suspect that it wasn't carefully thought out in the first place.

What makes gossips is interested listeners!

If we were half as mean about excusing ourselves as we are about excusing others, we'd get further.

ROMEO

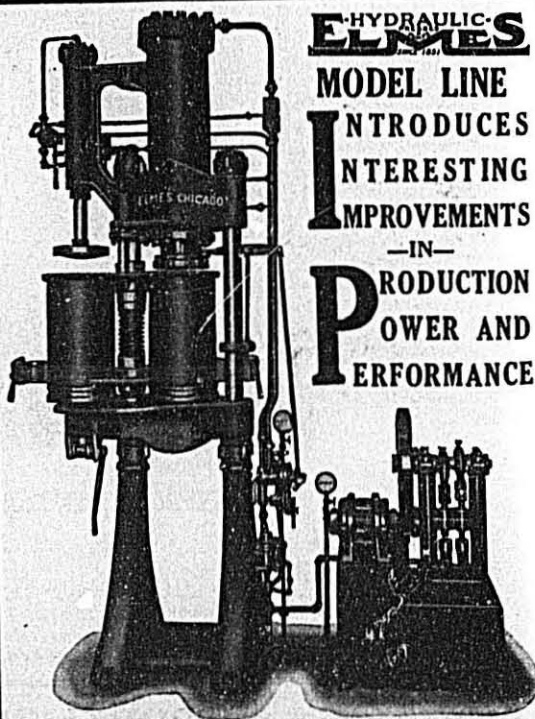
Hard Wheat Short Patent

Granular extra strong
natural color.
Low Ash Content.

Write for trial sample of 5 or
10 barrels which we will deliver
at carlot price.

Quality will interest you

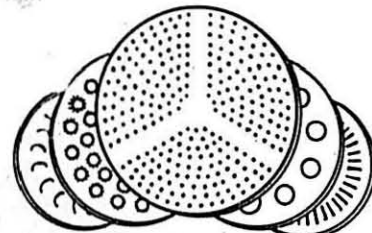
BAUR
Flour Mills Company
Est. 1870 St. Louis, Mo.



HYDRAULIC-ELMES
MODEL LINE
INTRODUCES
INTERESTING
IMPROVEMENTS
—IN—
**PRODUCTION
POWER AND
PERFORMANCE**

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

FOR
QUALITY  SERVICE



GIVE US A TRIAL

FOR
Steady, Dependable Production of Uniform
High Quality Products is the Most Important
Quality to be looked for in a Die.

AND

Though Our Salestalk May Fail to Convince
You Our Dies Will Not.



★
THE STAR
MACARONI DIES MFG. CO.
57 Grand St. New York, N. Y.

Volete Una Pasta Perfetta ESquisita

Usate!



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

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

LOUIS S. VAGNINO, President
G. G. HOSKINS, Adviser
M. J. DONNA, Editor

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

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

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

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

Vol. XVI November 15, 1934 No. 7

Do They Contradict You?

If customers frequently take issue with your statements, here is a truth that may help you: People do not contradict statements nearly so much as they take offense at the way a statement is made. We all say things at times in a way that makes the other fellow feel that our positiveness is an insult—and we are most apt to be guilty of that fault when we are talking of something we know all about, as in the case of the line of goods we are selling.

It is important to be definite in making sales statements, but is decidedly dangerous to be too positive or emphatic in making them. After all, what we make a sales statement for is to gain acceptance for it, and that is quite as much a matter of making a tactful statement as it is of making a truthful statement.

A customer who argues with us is not to be set down simply as an argumentative customer. The customer who argues with us is to be regarded as one whom we have foolishly prompted to resent what we say because of our manner of saying it, or because the statement represents an exaggeration.

Now and again we run across a customer who is in so cantankerous a mood that he will take issue with the statement that it is a fine day even though the weather is perfect, but if we meet many such, something in our manner of saying our sales say is causing that undesirable state of affairs. Say everything you say with the objective of being agreed with, and you'll seldom be argued with.

Foreign Trade in Macaroni Products

According to the report on the international trade in macaroni products issued by the Bureau of Foreign and Domestic Commerce, there is shown quite an increase in the exportation and importation of this foodstuff.

Imports Continue Upward

The macaroni imports for August 1934 show a decided increase over the previous month, the total being 138,374 lbs. valued at \$10,788 as compared with the July figures of 119,874 lbs. with a value of \$8,868.

For the first 8 months of 1934 ending August there was imported a total of 907,580 lbs. worth \$75,742.

Exports Increasing

In August 1934 there was exported to foreign countries a total of 186,660 lbs. of macaroni products bringing to American manufacturers \$15,382. The increase is shown when compared with 168,676 lbs. worth \$11,911.

For the 8-month period ending August 1934 American exporters shipped a total of 1,322,885 lbs. valued at \$107,865.

During August 1934 macaroni products were shipped to 44 foreign countries and insular possessions as shown below:

Countries	Pounds
Netherlands	2,400
United Kingdom	32,040
Canada	7,943
British Honduras	1,753
Costa Rica	2,205
Guatemala	1,767
Honduras	1,974
Nicaragua	2,169
Panama	35,160
Salvador	316
Mexico	10,569
Newfoundland and Labrador	4,806
Bermudas	894
Barbados	470
Jamaica	174
Trinidad and Tobago	393
Other British West Indies	3,271
Cuba	12,651
Dominican Republic	13,802
Neth. West Indies	7,281
Republic of Haiti	2,652
Virgin Islands of U. S.	2,146
British Guiana	252
Venezuela	208
British India	266
China	7,451
Netherland India	1,588
Hong Kong	1,865
Japan	2,097
Palestine	30
Philippine Islands	16,946
Syria	36
Australia	180
British Oceania	46
French Oceania	1,678
New Zealand	1,128
Union of South Africa	4,673
Oth. Br. South Africa	332
Nigeria	79
Italian Africa	530
Liberia	38
Mozambique	401
Hawaii	107,610
Porto Rico	50,849
Total	345,119

WANT ADVERTISEMENTS

WANTED—Vertical Hydraulic Presses any size 1 1/2 Barrel Knearers, for cash. Box TWNY, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—Heavy duty 20" Noodle and Bologna combination complete equipment. Box TWNY, c/o Macaroni Journal, Braidwood, Illinois.

Additional Macaroni Blue Eagles Issued



Macaroni Industry Code No. 234.

The Insignia Division, NRA, has been advised of the distribution of the Macaroni Blue Eagle to the following firms in the past month and the assignment of the respective Code Registration Numbers.

	Code Reg. No.
Hartford Mac. Co., Hartford, Conn.	6-7
A. Mancini, New Britain, Conn.	6-8
F. Pepe Macaroni Mfg. Co., Waterbury, Conn.	6-9
Callegori Mac. Fac., Sacramento, Cal.	4-42
San Joaquin Valley Mac. Fac., Stockton, Cal.	4-43
Chicago Spaghetti Co., Chicago, Ill.	12-34
Rockford Macaroni Co., Rockford, Ill.	12-35
Maker Maid Co., Inc., Terre Haute, Ind.	13-5
Isaac Sibler, Baltimore, Md.	19-3
Quaker Oats Co., Tecumseh, Mich.	21-5
Eg Noo's Co., Minneapolis, Minn.	22-8
F. A. Martoccio Co., Minneapolis, Minn.	22-9
Mrs. Fred B. Chernis, Omaha, Neb.	26-3
ABC Macaroni Co., Bayonne, N. J.	29-14
Landisville Mac. Co., Landisville, N. J.	29-15
Quaker Maid Co., Inc., Brooklyn, N. Y.	31-70
Ver-E-Best Prod. Co., Buffalo, N. Y.	31-71
Sanyo Co., Portland, Ore.	36-5
La Rosa Mac. Co., Erie, Pa.	37-20
Bristol Mac. Co., Bristol, R. I.	38-11
Santangini Mac. Co., Cranston, R. I.	38-12
Westerly Mac. Co., Westerly, R. I.	38-13
G. Criscione, Providence, R. I.	38-14
Seattle Noodle Co., Seattle, Wash.	46-12
Southern Mac. Manufacturers, Inc., Morgan City, La.	17-14

For Quality Macaroni Products Use

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New and Rebuilt Dies
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CARTONS

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS



The high quality semolina furnished under these brands is not only apparent in the fine translucent character of the macaroni product made from same but is also noticeable in the eating quality of the cooked macaroni.

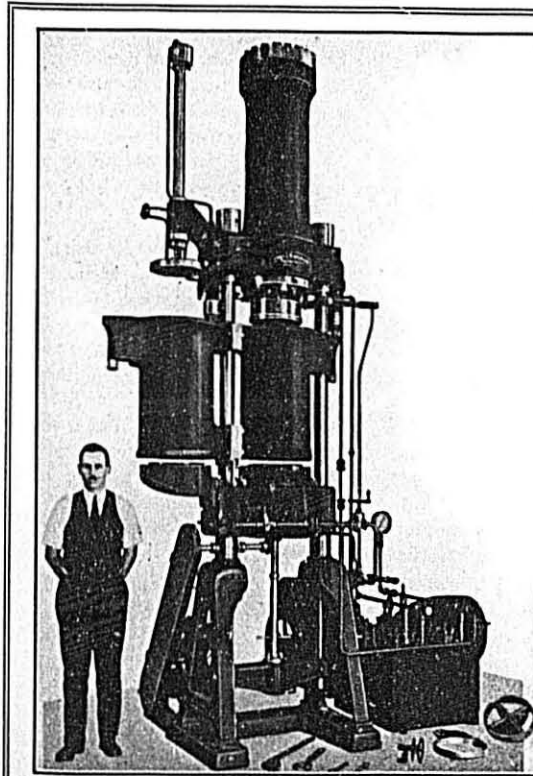
These brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat

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Corn Exchange Building
MINNEAPOLIS, MINN.

INCORPORATED

MILLS
ST. PAUL, MINN.



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Engineers and Machinists

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

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- Cutters
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- Moulds

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OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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Speaking through John J. Lutge, noted writer, I send this message of good will to our friendly advertisers and an invitation to other firms that sell our trade to join our happy and satisfied family.

M. J. Donna, Secretary and Editor.

Those who are not advertising with us, but contemplate doing so, think of doing that simply in terms of advertising with us. Our advertisers don't think of us so much with the thought that they are advertising with us. Their thought, based on experience, is that they are selling goods and services through us. It's too bad that the idea of advertising in a publication such as ours is spoken of simply as advertising. It makes advertising seem something in itself and by itself, when as a matter of fact, it isn't. Advertising is solely and entirely a way of selling—a wholesale way, an economical way, an effective way.

We sense that too many who think of advertising with us some day are thinking in terms of the prestige and standing it will give their businesses to do that. They think of such advertising as a luxury. They class it with mahogany office furniture or with the personal flattery of having a liveried chauffeur.

Because the "big shots" in our field advertise with us, our pages may take on the appearance of being a platform of honor on which the big businesses have an opportunity to proclaim that they are that. It is true that the advertising pages of the nation's magazines are a roster of the most successful firms in each field. But they are not advertising just because they are big; but are big, at least partly, because they advertise. They are effectively advertising their particular ability to serve those whom they are equipped to serve.

The business executive who is thinking in terms of the time when he will be able to afford to advertise might well think about the fact that all the time he is thinking that, he is going through a period during which the truth is that he can't afford to operate without the aid of advertising. We all talk glibly of the cost of getting business; the cost of the business we get. We would be more profitably occupied in calculations of the cost, to each of us individually, of the business we fail to get. How meager this year's profit on business done would be to most of us, if right next to it we could have a memorandum of the profit we lost on business we didn't get because of inadequate sales effort.

A firm can't put on twice as many salesmen; it has, at a moment's notice, and even if it did it still would not be sure of completely covering its field. But it can advertise with us and thereby make sure that it has a chance to interest every worthwhile prospect in our field who might be interested in what it offers.

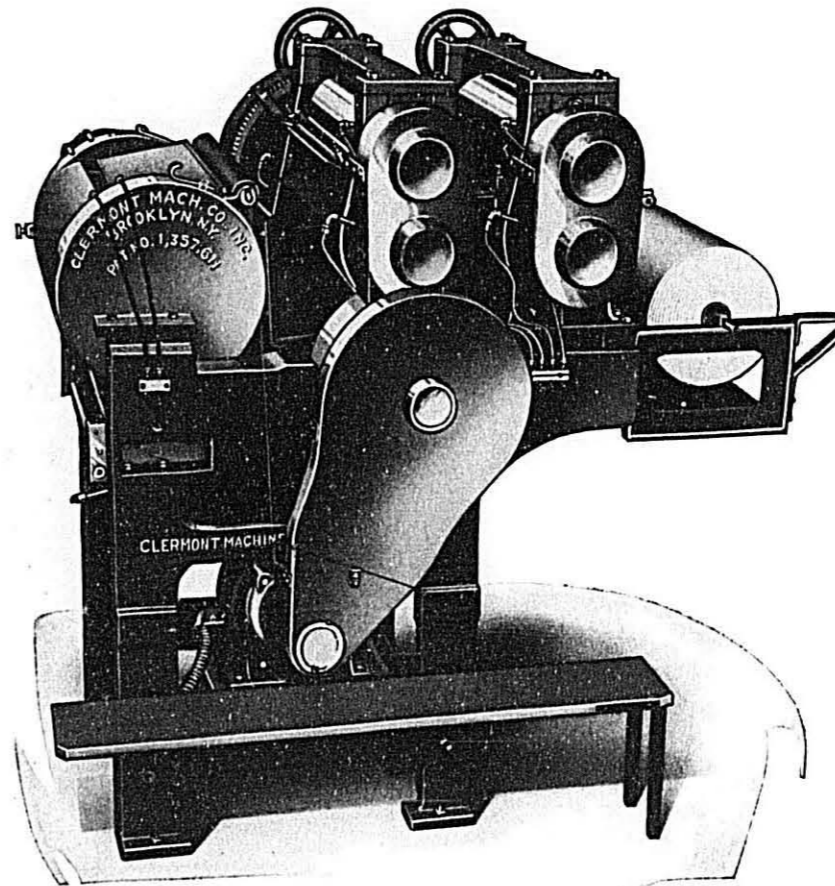
Advertising which is a combination of good copy and the right media isn't just desirable publicity. It arouses interest for your salesmen's calls, it keeps interest alive between their calls, it supplements their arguments and it does a selling job that can be done only by advertising.

When you think of advertising with us, please think in terms of the selling you can do through us. We offer something more than the facilities for advertising goods. We offer a means of selling them more extensively than they can be sold without that aid. You'll be surprised at the low rate at which we sell this service on a yearly contract basis, guaranteeing complete coverage of an industry whose potential buying power warrants intimate cultivation through the columns of this, the industry's spokesman.

Another New Development

Clermont High-Speed Noodle Cutter

HAS NO EQUAL



Produces from 1000 to 1200 pounds an hour

Write for full particulars to

Clermont Machine Company, Inc.

268 Wallabout Street

Brooklyn - New York

WATCH FOR OUR NEW DEVELOPMENTS

"Our latest catalog just off the press. Will be mailed upon request."

"LISTEN, DEAR! I'M BRINGING DAD HOME FOR DINNER TONIGHT SO BE SURE AND HAVE MY FAVORITE MACARONI."



• WHEN the *men* in a family show a preference for any product you can be sure that *that* is the product the *women* will buy.

So the important question in creating a demand for your product is: "How can I make men *ask* for my brand so the women will *buy* it?" The answer is "quality". Men seldom see your package. But they recognize the quality of your product whenever it is served to them. To help win this profitable consumer preference for your brand, Pillsbury's Best Semolina and Durum Flours are milled with rich amber color, uniform strength, and a pleasing flavor as the important consideration.

Only the best of each year's crop of durum is selected for these Pillsbury products. Test millings of every car we buy are run to make sure it is of the highest quality. It is then milled under the most carefully controlled conditions. Color tests are made each hour. Protein tests are made constantly during the milling. And, as a final grand check-up for you, we actually make macaroni in our own plant under the same working conditions found in commercial plants.

That is why Pillsbury's Best Semolina and Durum Flours are favorites with macaroni manufacturers, and the products made from them are favorites with consumers. Why not try them in your own plant?

PILLSBURY'S *Semolina*