

**THE  
MACARONI  
JOURNAL**

**Volume XV  
Number 1**

**May 15, 1933**

# The Macaroni Journal

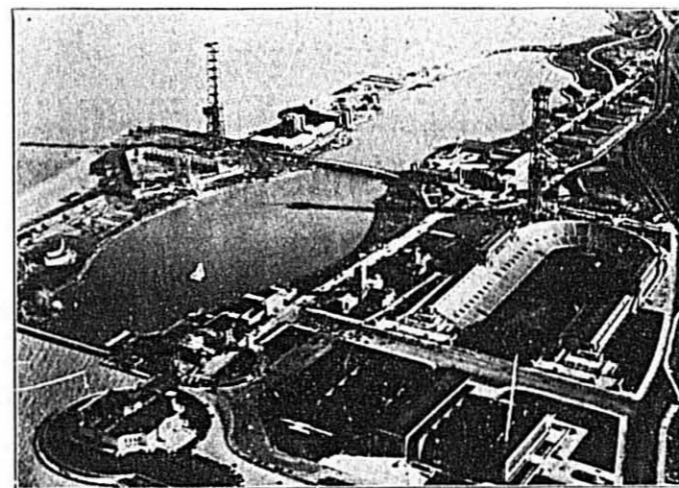


Minneapolis, Minn.

May 15, 1933

Vol. XV No. 1

## A Bird's-Eye View of World's Fair



To Macaroni Manufacturers and Allied Tradesmen who fly to the Macaroni Conference in Chicago June 19-21, 1933, this is a view of the Century of Progress Exposition as seen as they circle over the city before landing.

The Most Modern Fair will be officially opened on May 27, 1933, five full days before the official date set for the opening ceremonies when the exposition was proposed some years ago. It will be complete and in full swing for the visiting macaroni and noodle manufacturers who will VIEW THE FAIR and ATTEND THEIR INDUSTRY'S CONVENTION at one time and at one expense.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

# ROSSOTTI

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**ROSSOTTI LITHOGRAPHING CO., Inc.**  
121 Varick Street . . . New York City

## Framework of Convention Program

- - for the - -

### Thirtieth Annual Conference

- - of the - -

### National Macaroni Manufacturers Association

- - at the - -

**Edgewater Beach Hotel, Chicago, June 19-21, 1933**

#### MONDAY—JUNE 19

- 8:30 a. m. Directors Breakfast—Final meeting of 1932-33 Board of Directors.  
9:30 a. m. Registration.  
10:00 a. m. Formal Opening of Convention—President Alfonso Gioia, presiding.  
Report of Officers and Committees.  
11:30 a. m. Topic—"The Aspects of the Macaroni Market."  
A Panel in which various angles of Macaroni Selling will be discussed by leaders in the trade—Grocery Wholesalers, Chain Stores, Food Distributors, Voluntary Chains and Retailers.  
3:00 p. m. Visiting THE CENTURY OF PROGRESS EXPOSITION.

#### TUESDAY—JUNE 20

- 9:30 a. m. Call to Order by President Alfonso Gioia  
10:00 a. m. A "Close-up" of the Association's Activities.  
A review and study of the work of the Educational Committee, Macaroni legislation, etc., featuring Dr. B. R. Jacobs, aided by outstanding representatives of several government agencies dealing with Food laws and their enforcement.  
1:45 p. m. Nomination and Election of Directors.  
2:15 p. m. Organization Meeting of 1933-34 Board of Directors and Election of 1933-34 Officers.

3:00 p. m. Viewing 1933 Century of Progress Exposition.

#### Evening

- 7:30 p. m. Annual Dinner and Dance.  
Renowned Afterdinner Speaker, Entertainment and Dancing.

#### WEDNESDAY—JUNE 21

- 9:30 a. m. Call to Order by President Alfonso Gioia.  
10:00 a. m. Topic—"Thinking with President Roosevelt."  
The NEW DEAL and Current Activities in Washington affecting the macaroni business will be discussed by such outstanding speakers as—  
G. W. Sulley of National Cash Register Co.  
James Hamilton Lewis, U. S. Senator.  
Phil S. Hann, Editor Chicago Journal of Commerce.  
John N. Van der Vries, United States Chamber of Commerce.

- 2:30 p. m. Final adjournment.  
3:00 p. m. Viewing CENTURY OF PROGRESS EXPOSITION.

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Note—Completed details of one of the best and most promising programs ever sponsored by the National Macaroni Manufacturers Association will be announced in the June issue of this magazine. Be on the lookout.

**An Open Conference of the Macaroni Industry to Which All Manufacturers and Allied Tradesmen Are Cordially Invited**

#### Foreign Trade Brighter

The importation and exportation of macaroni products took on a brighter tone during February 1933 according to the Bureau of Foreign and Domestic Commerce.

Imports of macaroni, spaghetti, vermicelli, etc., totaled 147,142 lbs. with a total value of \$10,147. For the first 2 months of the year the imports totaled 284,917 lbs. with a value of \$17,901.

The February exports of this food totaled 166,778 lbs. worth \$11,043 to the exporters, while for the 2 months of 1933 the total was 303,688 lbs. worth \$20,422.

Below are listed the countries which

bought American made macaroni products in February 1933 and total quantities exported to each country.

Countries	Pounds
United Kingdom	20,250
Canada	11,499
British Honduras	580
Costa Rica	684
Guatemala	571
Honduras	6,373
Nicaragua	411
Panama	30,250
Salvador	344
Mexico	2,652
Miquelon and St. Pierre	36
Newfoundland and Labrador	97
Bermudas	567
Barbados	72
Jamaica	2,150

Trinidad and Tobago	50
Other British West Indies	825
Cuba	11,282
Dominican Republic	20,637
Netherland West Indies	3,167
Haiti, Republic of	2,941
Virgin Islands	896
Bolivia	315
Surinam	50
Venezuela	460
China	46
Netherland East Indies	105
Japan	2,700
Philippine Islands	7,754
French Oceania	107
Union of South Africa	1,295
Liberia	107
Hawaii	58,028
Puerto Rico	54,211
Total	279,017



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**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume XV

MAY 15, 1933

Number 1

## *Faith and Confidence Is Increasing*

Among the leading macaroni and noodle manufacturers there seems to have been developed recently a revival of confidence in the industry's future welfare. There seems to be greater grounds for this today than at any time since the business depression set in 3 years ago.

The "bottom" had to be reached sometime, somehow, with respect to both value and quality. Never before have prices on these products been so low and even the "war macaroni" of 15 years ago was superior in quality to much of the "price macaroni" that has been manufactured and sold (?) since 1930. During the World war years macaroni manufacturers were compelled by law to use a certain percentage of lower grade flours to conserve wheat but in the economic war of 1930-33 many went entirely too far, using low grade raw materials entirely in many cases.

Is it any wonder that the consumption of macaroni products has actually decreased in recent years? This is a fact, unsubstantiated by figures as yet, but admitted by all students of the macaroni market. Low grade, cheap macaroni has not increased sales nor has it succeeded in retaining the good will of those who recognize and appreciate the economic value of good macaroni in times of stress.

But encouraging reports are heard from almost every part of the country. There has not been any drastic change in price quotations excepting in spots, though the general market appears more favorable, but the offerings of inferior

grades are not nearly so numerous. That is a healthy sign. The passing of the profit robbing price wars and the even more detrimental quality lowering practices is hailed with delight by those who have so far successfully withstood onslaught after onslaught by the enemy within the ranks seeking the entire destruction of the macaroni trade in the United States and importing countries.

Fortunately for the macaroni industry the trend away from the low grade products at ridiculous prices, comes just in the nick of time. There is a New Deal under way at Washington and the eyes of business are focused there, where indications are that some sort of inflation legislation will be passed. A stabilized industry will be better able to cope with the new conditions thus created.

Needless to state, every macaroni manufacturer should put his house in order now, placing himself in a position to take every possible advantage of any change that might be determined upon in the experimentation work to cure the business ills of country and the world. That this is being done willingly by so many firms stands to the credit of the trade and its leaders who recognize the need for coordinate action to overcome the evils of depression.

Having placed one's own business in order the manufacturer can give more deserving attention to the problems of the trade and can work more harmoniously with other similar minded men in the industry. The individual and the industry will prosper under the new conditions in proportion to the interest mani-

fested and cooperation freely given in an organized effort to improve the general economic conditions in the business.

Fortunately also the favorable trend comes just as the macaroni industry is about to confer, as it is wont to do annually, at the convention of the National Macaroni Manufacturers association. It will greatly encourage the leaders of the trade who will gather in Chicago next June to help along the good work voluntarily started in many quarters. On the basis of actual improvement leaders build much hope for the adjustment of all differences between individuals and groups and for the general advancement of the macaroni industry in this country.

For 30 consecutive years the National Macaroni Manufacturers association has striven consistently and persistently to promote the interests of the macaroni trade and to protect it from threatened dangers from within and without. Never before has the industry needed as it does today the constructive work being done by this national organization through its committees and loyal members and more than ever does the National association need and desire the cooperation of the leading, progressive manufacturers.

The June convention provides a splendid opportunity for a friendly get-together from which the whole trade and its component members may benefit. As a bounden duty to ourselves and to each other, let's plan to attend the conference this year, and to cooperate. If you cannot possibly attend proffer voluntarily and immediately your cooperation.

## DIPLOMA of MERIT

THE MACARONI JOURNAL official organ of the National Macaroni Manufacturers Association was awarded a "Diploma of Merit" by Ing. Arnaldo Luraschi, President of the Federazione Nazionale dei Panificatori ed Affini, Rome, Italy, for its work in promoting the International Breadmakers Exposition in Italy last year. In presenting the diploma by mail to Editor M. J. Donna, President Luraschi writes: "By separate mail we are sending you a Diploma of Merit which the National Council of our Fascist Federation of Breadmakers has determined to deliver to those who have sent some interesting matters to the International Breadmakers Exposition, which took place in Rome from June 19 to 30, 1932 as an acknowledgment and reward for the valuable collaboration which has worthily crowned the various international events."

The diploma is a work of art in blue, purple and gold on a cardboard base, size 14x20". In the top panel on a background of rays of a rising sun are outlined an Old Roman Face, and the emblem of the "New Italy" an eagle perched on a laurel branch, and encircled by a wreath of flowers. In the two side panels are scenes from bakeries flanked by wheat spikes and flowering glumes, bearded. In the center is the inscription—"C. N. F. C., Federazione Nazionale dei Panificatori Pasvai ed Affini, Roma, Concorso di Pastificazione di Roma, 1932. Diploma di Benemerenzia rilasciato a THE MACARONI JOURNAL, BRAIDWOOD, ILLINOIS."

The diploma is an attestation of the friendly relation that has been promoted by cooperation between the National Macaroni Manufacturers Association of this country and a similar organization, in Italy, the original home of macaroni products or alimentary pastes.

### The World Is Marching On

In June 1932 I predicted that the United States would be off the gold standard within 12 months and that inflation would eventually result, that this would be necessary in order to correct the depression.

Business conditions are on the mend. We have seen the worst and the future is now before us. Progress will be slow but it will be sure. There will be more employment.

Prices for all commodities will advance even substantially over the present basis.

We will have a world of legislation in Washington, the greater part of which will be substantial. If the percentage is 75% good, 25% bad, the weight will be with the good.

Is it not a fact that instead of going backward the people are demanding more benefits of civilization?

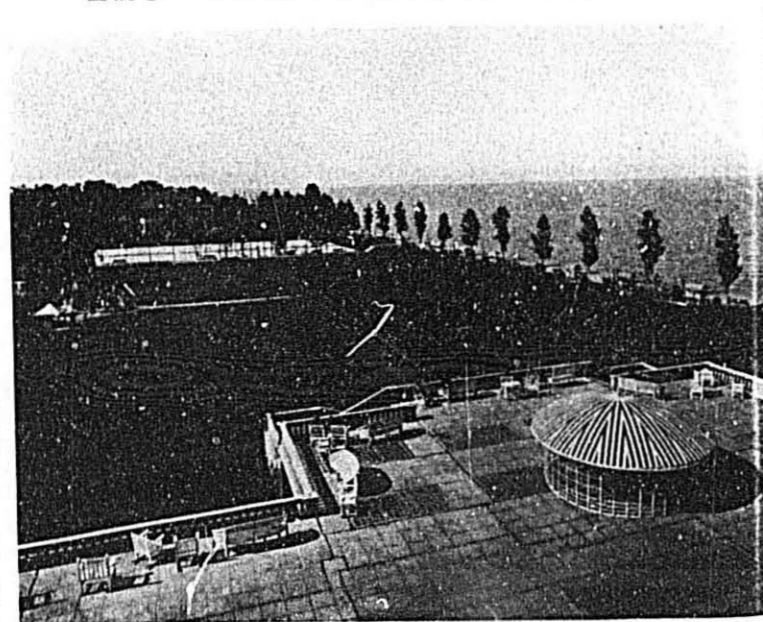
Is it not a fact that there is more money in the banks of this country today, hoarded or otherwise, than there ever was during previous depressions out of which we merged to a greater prosperity than before?

Depressions may hinder progress. They are necessary to progress, for without depressions the world could not possibly maintain a stable position. Out of this present depression will come new inventions and industries, which will add

materially to the comfort of all mankind.

It is only during periods of deflation

## The Hotel Recreation Plaza



To the north of the Edgewater Beach hotel lie the famous recreation grounds of that popular hostelry. Their facilities are well known and much appreciated by the families of macaroni manufacturers and allied tradesmen who make such good use of them during macaroni convention week.

The spacious playground is well shaded, flanks placid Lake Michigan and is equipped with every known de-

vice for play and rest. For the athlete tennis and golf is the attraction. Bathing and boating will please others while the less agile may content themselves with sunbaths on the spacious plaza.

The women and children will thoroughly enjoy their stay at the convention headquarters of the Thirtieth Annual Conference of the Macaroni Manufacturing Industry at the Edgewater Beach hotel, Chicago, June 19-21, 1933.

### Packing Room Location

By L. E. Muntzler, Traffic Manager, Montgomery Ward & Co.

In planning a factory the location of the packing department is very important. It should be placed at a point that will result in the least number of handlings, not only because extra handlings increase operating costs but because too much handling weakens the container frequently damaging the contents.

Often the damage occurs shortly after packing but cannot be detected or noted until the goods are unpacked. The results are obvious. Dissatisfied customers, loss of goods, unnecessary correspondence and filing of troublesome claims are the consequences.

"Mother," said the little boy, "if you can get a permanent hair wave why can't I get a permanent neck wash?"

## Macaroni Educational Section

By BENJAMIN R. JACOBS, Washington Representative

As reported in last month's issue of this JOURNAL the Committee on Standards and Definitions held its meeting in Washington to consider among other things, standards for macaroni products. The committee has made its recommendations to the Secretary of Agriculture but whether or not these have been approved will not be known until the secretary announces his decision. We have no idea as yet just what these will be but we hope that our recommendations, which also appeared in the April JOURNAL will be followed out.

The committee, however, has considered definitions for eggs which are of interest to the trade. These are as follows:

### Proposed Definitions for Eggs

LIQUID WHOLE EGGS, MIXED EGGS, is the product obtained by separating the edible portion of eggs from the shells. It is commonly a uniform mixture of the white and yolk.

FROZEN EGG is the solid product obtained by quickly and completely freezing liquid whole eggs.

DRIED EGG is the product obtained by evaporating the water from liquid whole egg. It contains not more than 7% of moisture.

EGG YOLK is the portion obtained by separating the whites from the yolks in the commercial process of egg breaking. It contains not more than 12% by weight of adhering white.

FROZEN EGG YOLK is the solid product obtained by quickly and completely freezing egg yolk.

DRIED EGG YOLK is the product obtained by evaporating the water from egg yolk. It contains not more than 5% of moisture.

Egg yolk, as will be seen, is a product which contains not more than 12% by weight of adhering white. This means that it must contain not less than 88% of pure yolk. The department considers that pure yolk contains 50.57% solids and that pure white contains 12.71% solids, therefore egg yolks must contain not less than 45.93% of egg solids in order to comply with the committee's proposed definition. The proposed definitions for egg products seem to be equitable and very simple except that in the first definition for liquid whole eggs the term "Mixed Eggs" might be eliminated as it may be easily confused with a mixture of whole eggs and yolks. The term "Liquid Whole Eggs" sufficiently defines the product without the necessity of any additional explanation. There are many buyers of whole eggs and even of yolks who prefer that their product be not mixed as some of them feel that they lose one of the indices for determining quality when their product is mixed.

The Secretary of Agriculture sent

out a hurried call, mostly over the telephone, to persons who might be interested in attending a conference which was held by the department for the purpose of getting information concerning a revision of the Federal Food and Drugs Act. The conference was for 3 days and was held April 27-29 inclusive. On the first day the drug section of the law was considered. On the second day the food section of the law was considered and on the third day the advertisers and advertising agencies interested in advertising foods and drugs were heard. Our industry is, of course, interested only in what took place during the consideration of the food and advertising sessions. The conference was well represented by associations of food manufacturers, wholesale grocers, retail grocers, ice cream manufacturers, the American Medical and Dental associations and numerous others. The following are recommendations which were made by various speakers:

That the penalties of the law should be strengthened and that the courts should have the privilege of imposing heavier penalties, especially for the second offense, than are now provided; that the Secretary of Agriculture be empowered to suggest increased penalties for serious violations; that enforcement of the act be entirely in the hands of the Secretary of Agriculture instead of, as at present, in the hands of the 3 secretaries (Treasury, Agriculture and Commerce).

Suggestions were made authorizing the secretary to establish standards and definitions of purity of food products which are considered essential to the enforcement of the act, and that he be given authority to establish standards of quality for those industries that desire it, also that the procedure of the Federal Trade Commission might be followed in this respect. That is when an industry by a majority vote desires to have standards of quality for its products, the secretary may establish these after a hearing of all the parties concerned. Practically everyone present was in favor of giving the Secretary of Agriculture authority to establish standards. No one, however, looked with favor on having these standards incorporated in the act as it was felt that it was much easier to get the Secretary of Agriculture to change the standards that might be unworkable than it would be to go before Congress and have change made there.

It was recommended that the so-called distinctive name proviso in the act be eliminated, as fanciful names permit unscrupulous manufacturers to change the composition of their product

at will. The provision, if taken out, should be redrawn in such a way as to permit manufacturers to sell any imitation product which is properly labeled and which is not otherwise banned by the act. The only opposition to elimination of the distinctive name proviso may come from those names which have been built up by years of use, such, for example, as "Grapenuts" and "Beech-Nut" products.

Recommendations were made to require that all food coming under the jurisdiction of the act should bear a name upon the label to identify it and to require the name of the manufacturer or distributor or other responsible seller. At present a food product may be sold in interstate commerce without any label whatever except a declaration of net weight.

It was also recommended that deceptively shaped and slack filled containers should be eliminated, subject of course to reasonable variations and tolerances and also to reasonable time limit so that products now on the grocers' shelves should have time to be sold. The most drastic recommendation made was that referring to advertising. At present only statements, designs or devices on the label are subject to the jurisdiction of the law. It was recommended that all advertising of food be placed under the jurisdiction of the act and that all false advertising which tends to deceive or mislead the purchasers, whether this be written, oral or by radio, be prohibited. That penalties for violations be made against the advertiser and not against the advertising agencies. And that the proviso be drawn in such a way that it does not require censorship of advertising as this would complicate the law and make for many hardships on advertisers. Manufacturers should be granted a reasonable opportunity to correct their advertising before prosecutions for false advertising are initiated by the department. This may be done by agreement with the department except in such cases where flagrantly false advertising has been resorted to.

There was no draft of this bill prepared and it was suggested to the department that it prepare a draft and submit it to the food, drug and advertising industries before it is presented to Congress and that then we would all be in a very much better position to offer suggestions. The Department of Agriculture agreed to do this and it is probable that before the next issue of the JOURNAL this draft will be ready for criticism by the affected industries. I hope to have a draft of this proposed legislation for discussion at the annual convention in Chicago next month.

## Government Backs Trade Associations

*Alfonso Gioia, President of the National Macaroni Manufacturers Association, Sees in President Roosevelt's Attitude Toward Trade Association a "New Deal" Toward Business*

A well known banker and business executive said a year or two ago that the time would soon come when bankers would demand to know from all business men asking a loan from banks whether or not the borrower's firm belongs to the trade association of the particular line of which he was a part.

Another authority said that "membership in one's trade association is today a mark of progressive management. It is the first step toward eliminating price wars, overproduction, high costs and low profits."

What the latter prophesied is apparently about to become true. The new administration seems inclined to put an end to the trade ills due to the seeming unfairness of reckless operators and if the suggestions made by the new leader in the White House get the approval of Congress, which is practically assured, there surely will be a "new deal" for business and the price wreckers will take rapidly and definitely to the business woods.

### Invites Macaroni Men

Noting the attitude of President F. D. Roosevelt as expressed in an address before the Chamber of Commerce of the United States on May 4, President Gioia immediately launched a movement to invite every progressive macaroni and noodle manufacturer to join the National thus giving it the standing, the force and the strength to act for elimination from the macaroni industry of the abuses complained of by President Roosevelt as extremely detrimental to business recovery.

In a letter to 100 of the leading firms on May 5, 1933 he said:

President Roosevelt last night (May 4, 1933) addressing the U. S. Chamber of Commerce, Washington, D. C. asked American Business for voluntary regulation to end unfair competition indicating approval of plans under consideration by the administration for national control of competition, price levels and wages to eliminate "cut-throat" operators.

He requested American business—and that my friends includes the Macaroni Manufacturing Industry—to help restore ORDER by banding together against those using unfair methods of competition.

Anticipating the passage of legislation to permit such action on the part of trade associations recognized as legitimate and high class, as is our National Macaroni Manufacturers association, and hoping to be in a position to take the fullest possible advantage of the opportunity for self regulation and elimination of the "cutthroat firms" of which there are a few—too many, indeed—in our industry, I very cordially invite you and every progressive manufacturer to join the National association now. I personally recommend your firm for membership, as one whose cooperation we need and should have.

Never before have so many important problems confronted us and never have we had such promising opportunities as those promised by our new president and his new administration, if we will but consolidate and coordinate our interests.

Hoping that you will appreciate the need of united action under existing conditions and the advisability of preparing ourselves for the "new deal for industry," and that you will immediately decide to accept this invitation to join, sending the enclosed application to our secretary together with a half year dues based on your self determined classification, I am

Earnestly yours,  
(Signed) ALFONSO GIOIA,  
President.

The Chamber of Commerce after an exhaustive study of trade association recently gave out the report that "about 85% of the failures in industry are not members of their trade association." According to this same authority the "Go-It-Along" policy assumed by some doesn't seem to pay. If the antitrust laws are amended or their application suspended as intimated in the President's Washington address on May 4, the scope of the trade association will be greatly enlarged and privileges will be granted to determine livable wages for its employes, profitable prices on its products and more fair competitive practices from which all will benefit.

Send in your application to the Association Secretary—a mere statement that you desire to join will suffice in lieu of the formal application form that may have been misplaced. Help form a strong central group in time for determined action at the annual convention of the organization in Chicago next month.

Life insurance in amounts ranging from \$1000 to \$2500 according to amount of salary received, has been granted to the 65 employes of Henry Pape, Inc., distributor of food products, situated at 42-50 21st st., Long Island City, N. Y. through a group policy recently acquired by that organization from the Prudential Insurance Company of America.

The policy involved a total of \$85,500 and is of the contributory type, the employes themselves paying a part of the premium and the employing company assuming the remainder of the expense.

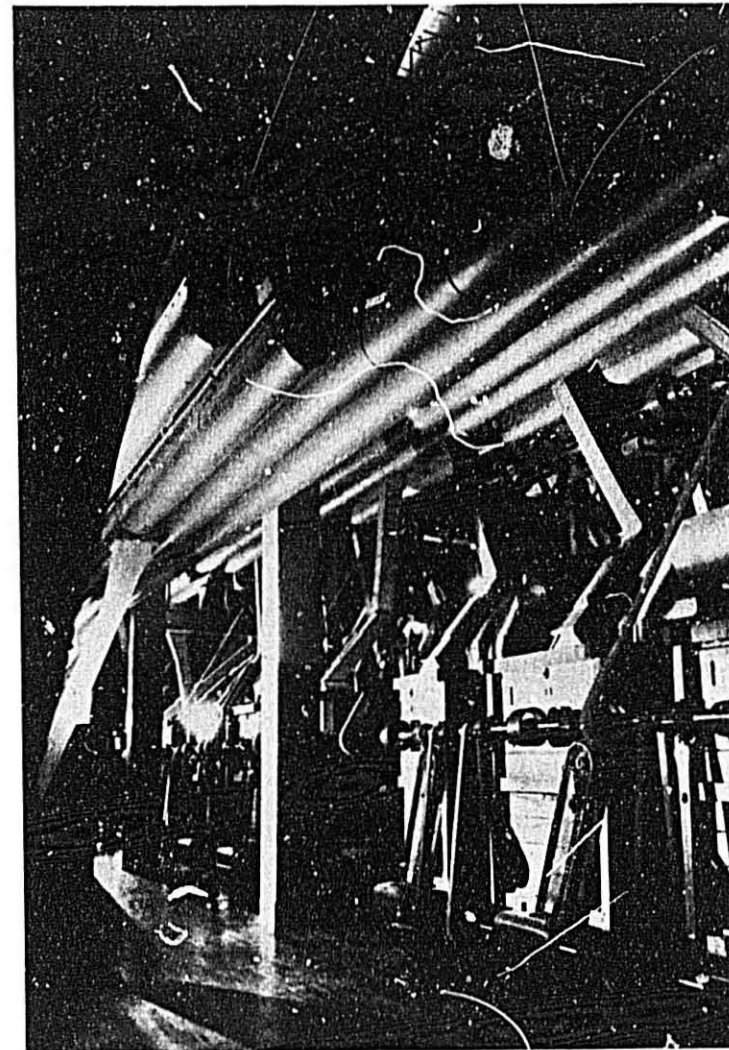


### Wasted Energy

Too much energy is wasted fighting unfair competition in modern business that might more profitably be used in building up trade. That is a fact that every one admits, yet not much has been done about it.

Washington reports indicate that something will soon be done by the government to help eliminate the destructive price cutter and the producers of spurious goods too often palmed off on unsuspecting buyers.

Trade abuses can best be fought when honest and well intentioned manufacturers PULL TOGETHER. There seems to be no better time for doing this than this very moment. The convention of the Macaroni Industry in Chicago June 19-21 will provide a splendid opportunity for getting together and pulling together. Add your strength on the right side; support the National Macaroni Manufacturers association in its unselfish fight for trade betterment for all.



## Twice as many purifiers!

NEW uniformity of color... precise control of strength and taste... these are the benefits to you of the precision milling of Semolina now made possible by the great new Gold Medal Semolina mill.

Twice the customary number of purifiers assures freedom from specks... only one instance of what Gold Medal is doing in this new mill to produce the finest of Semolina.

Rigid milling control, following careful selection of the finest amber

durum wheat, is in turn followed by the Gold Medal "Press-test." This consists of making parts of every batch into macaroni, under normal working conditions. Only those batches which check 100% for color, strength, and taste are permitted to reach your shop.

This enables you to eliminate all the losses caused by variation in Semolina—it means a new superiority, a new uniformity in color, strength, and taste of the macaroni you produce. It means the sale of more macaroni and more profits from it.



# Gold Medal Semolina

"Press-tested"

# Midwest Macaroni Manufacturers in Friendly Conference

Group Meeting in St. Louis Studies Proposed Federal Legislation Affecting Macaroni Making, the New Trends in Macaroni Marketing and Condemned Unfair Practices

Macaroni and noodle manufacturers of the middle states on invitation of the St. Louis manufacturers met in friendly conference in the Jefferson hotel on April 20, 1933. The prime purpose of the regional conference was to study together problems that are puzzling the trade and to attempt to bring understanding out of chaos.

John Ravarino of the Mound City Macaroni company in calling the meeting to order extended to the visitors a warm welcome, expressing appreciation of the cordial spirit manifested by manufacturers in their splendid response to the call. He expressed confidence in the ability of the manufacturers to gain good results from their deliberations because, as planned, something constructive should be accomplished that will tend to bring about needed improvements in the macaroni industry.

Glen Hoskins of the Foulds Milling company was named chairman of the conference and ably handled the brief but very important program prepared for discussion.

Farm Relief Bill: The proposed farm relief measure with amendments offered, was read and a free and open discussion of its provisions and effects ensued. The meeting unanimously approved a resolution to name a special committee to watch the progress of the Farm Relief Bill in Congress and to keep not only the group but the entire industry fully informed, and to suggest such action as may be necessary as such needs develop. The committee is John V. Canepa, R. B. Brown and G. G. Hoskins.

## FIRMS REPRESENTED AT ST. LOUIS MEETING

American Beauty Macaroni Co., St. Louis, Mo.  
 Busacchi Bros. Macaroni Co., Milwaukee, Wis.  
 John B. Canepa Co., Chicago, Ill.  
 Checkers Food Products Co., St. Louis, Mo.  
 Crescent Macaroni & Cracker Co., Davenport, Iowa  
 Domino Macaroni Co., Springfield, Mo.  
 Fortune-Zerega Co., Chicago, Ill.  
 Foulds Milling Co., Libertyville, Ill.  
 Gooch Food Products Co., Lincoln, Neb.  
 Italian Mercantile & Mfg. Co., St. Louis, Mo.  
 Kansas City Macaroni & Imp. Co., Kansas City, Mo.  
 Kentucky Macaroni Co., Louisville, Ky.  
 Mercurio Bros. Spaghetti Mfg. Co., St. Louis, Mo.  
 A. Palozzola & Co., Cincinnati, Ohio  
 Robilio & Cuneo, Memphis, Tenn.  
 Peter Rossi & Sons Co., Braidwood, Ill.  
 Skinner Mfg. Co., Omaha, Neb.  
 V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.  
 Viviano Grocery Co., St. Louis, Mo.

Traficanti Brothers, Chicago, Ill.  
 I. J. Grass Noodle Co., Chicago, Ill.  
 Ravarino & Freschi Imp. & Mfg. Co., St. Louis, Mo.  
 P. Viviano Macaroni Mfg. Corp., Chicago, Ill.  
 Milwaukee Macaroni Co., Milwaukee.

The Proposed Processing Tax: Would the macaroni manufacturer absorb the proposed processing tax suggested in the Farm Relief Bill or would such tax, if approved, be passed on to buyers of macaroni products? After discussion of this phase of proposed Federal legislation a resolution was passed to the following effect:

(a) On all existing contracts for macaroni products, any processing tax levied on macaroni manufacturers shall be passed on to macaroni buyers, as a tax.

(b) On new contracts, in the event that the processing tax is passed on to macaroni manufacturers by the millers in the form of a tax, it shall be passed on to macaroni buyers as a tax, on the basis of 54c per 100 lbs. of finished products, which figure is predicated on the assumption of \$1 per bbl. tax on raw material. (It is assumed that 185 lbs. of finished products is obtained from a barrel of raw material.)

(c) In the event that the processing tax is included in the cost of semolina or flour, then the macaroni manufacturers shall include it in the cost of finished product at the rate of 54c per 100 lbs. of finished product (it is assumed that 185 lbs. of finished product is obtained from a barrel of flour). This figure is predicated on a tax of \$1 per bbl. of raw materials.

5-day-week Bill: The next subject for discussion was the proposed law to limit industry to a 5-day week, a proposal to give the government control of industry through fixing working hours and wages. Speakers touched on the possibility of price fixing for all industries within certain limits and how the enactment of the measure will affect wages for employees.

	Increase 1931	Decrease 1931	Increase 1932	Decrease 1932
Manufacturers Reporting	5	7	6	7
Average	16%	16%	19%	33%

(2) Do the first 3 months of 1933 show improvement—Answer "Yes" or "No."

in the macaroni industry, production costs and business operations. Owing to the uncertainty of the ultimate form of the bill now pending, if passed, action was deferred but watchfulness urged.

Egg Noodle Standards: Chairman Hoskins who had represented the National Macaroni Manufacturers association a few days previous at a hearing before the Food Standards committee in Washington, reported his observations relative to proposed new egg noodle standards. He stated that noodles made with less than 55.5% egg solids bearing any qualifying statement such as "plain noodles made with egg yolk and durum flour" was illegal, and that the department would soon prosecute such cases. Also that there was no provision in the present standard for the term "plain" noodles.

In the discussion that followed it was the consensus of opinion that the term "noodle" should apply only to Egg Noodles with a content of 55.5% egg solids, and that the so-called "plain" noodles, or "water" noodles should bear another name, such as "ribbon macaroni" or any other descriptive name.

At noon the visiting manufacturers were guests of the St. Louis producers at a delightful luncheon in one of the popular St. Louis clubs.

In the afternoon the matter of manufacturing costs occupied the attention of the conferees. The discussion centered around facts and figures collected by means of a questionnaire returned by those in attendance. It brought out some informative facts and interesting figures which were tabulated, analyzed and discussed. The compilation appears below:

## SUMMARY OF QUESTIONNAIRE ON COST OF MANUFACTURE

(1) Taking 1929 as 100%, show percentage of increase or decrease in total number of pounds sold for the year 1931 and 1932.

	Increase 1931	Decrease 1931	Increase 1932	Decrease 1932
100%	17%	14%	14%	43%
7,000 lbs.	25%	13%	325,000 lbs.	50%
2%	13%	20%	30%	30%
25%	9.4%	10%	10.8%	10.8%
27%	21%	789,000 lbs.	27%	27%
	668,844 lbs.	31%	35%	35%
	10%		445,000 lbs.	

(2) 12 reported "Yes"; 2 reported "No."

(Continued to Page 16)

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# The Lesson of Beer

Fifteen years ago the name of any good beer was a household word. Every beer drinker had his favorite brew. Several makes of beer enjoyed national prestige. Yet that reputation and good will have mostly disappeared.

Tests prove that few people under 35 know very much about beer. The old names are forgotten. "Pabst" once meant an amber bottle of good cheer. Now it means cheese to many. Schaefer was one of New York's favorites for almost a century but has 13 years of near beer to live down. Ruppert once ruled beerdom in the east—now he is Babe Ruth's boss. Doelger, Anheuser-Busch, Schlitz, Budweiser, Lemp, Bass, Burton—once symbols of slightly sinful but delightful indulgence—are now barely memories.

Beer offers a perfect example of what happens when advertising stops. It will be interesting to study the efforts of breweries to win back their prestige and rebuild the market. It has been estimated that it will cost more than 100 million dollars to reestablish these great beer names. Even the existence of a real beer market remains to be demonstrated, for a postgraduate course of prohibitionism may have changed the public taste more than we realize.

A great many concerns have found it expedient in the past 3 years to curtail or stop their advertising. In many cases the decision to do so was unavoidable. But in every case that we have been able to check a serious loss has resulted. The goods move more sluggishly. Consumers are less inclined to insist. Competition finds it easier to break in. Exclusive agencies are less in demand and dealers are more indifferent or independent. One can trace a progressive erosion of salability.

A good many things have happened in the past 5 years. Toward the end of the New Era prices increased rapidly. Many articles were sold for more than they were worth. We carried into the depression an uneasy feeling that we had been suckers. That didn't increase our confidence in the goods we had bought. Then when prices began to tumble we lost all sense of values. If we paid \$75 for a suit of clothes in 1929 and bought a suit in 1930 for \$40 which seemed just as good, reputations kind of got lost in the shuffle. When they began to put out cars for \$1000 that seemed in every way equal or superior to one you had paid \$2000 for, your preference for a certain make was shaken.

So when the manufacturer in whom you had believed for years stopped advertising it was natural to assume that he had seen the error of his ways and had dropped out of the race. And if a more confident competitor had taken advantage of the opportunity to win your interest and confidence you found it easy to switch allegiance.

Another point should not be overlooked. Each year about 2 million youngsters reach an age when they begin to be interested in and influenced by advertising. When advertising has been stopped for 3 years it means that there are 6 million adults in the country who have never seen an advertisement of the product. Something like 25 million adults in this country have never seen a respectable name on a bottle of good beer. And of course an almost equal number of old time beer drinkers have died.

A market is a procession of people. The movement is so slow that it is easy to fall into the error of assuming that a product is firmly established for all time. But without continuous development that segment of the market which you have secured is inevitably dissolving at one end and is not being built up at the other end. Do you know whether or not Sapolio is still made or Pearlina, Sorosis and Queen Quality Shoes, Waltham Watches, Porosknit Underwear, Sozodont, Jordan car and dozens of other products once great?

We are reluctant to prophesy what effect the New Deal is going to have on business. The New Era was a lesson to us. But we sense in the minds of consumers a desire for a New Confidence. We think many people are tired of bootleg values. They would like to believe again in what they buy. Drifting has always been easier than poling against the current. We drifted all through the pleasant twenties—and went over the dam. Speaking very gen-

erally, it seems to us that the time has come to start working up-stream. Reputations won in these difficult times will be powerful in the days to come.

Thirteen years of enforced inertia pretty nearly wrecked the beer industry. Three years of inertia hasn't done your industry any good. But the opportunity to save your share of it is excellent.—*The Wedge*.

## Dismantles Old Durum Mill

One of the historic flour mills of Minneapolis, the Palisade built 63 years ago, has been dismantled and its upper stories removed last month on orders of Vice President M. A. Lehman of the Pillsbury Flour Mills company, the present owner. It was erected in 1870 by the Washburns. At that time it was one of the largest and best equipped in the country with a capacity of 1600 barrels a day. It was of stone construction, 5 stories and a basement. The first floor and basement will remain and will be used as a storehouse. In recent years the Pillsbury company has used the Palisade mill for grinding macaroni flour and semolina from durum wheat. This is now being done in one of its improved mills.

## Missed the First Eight

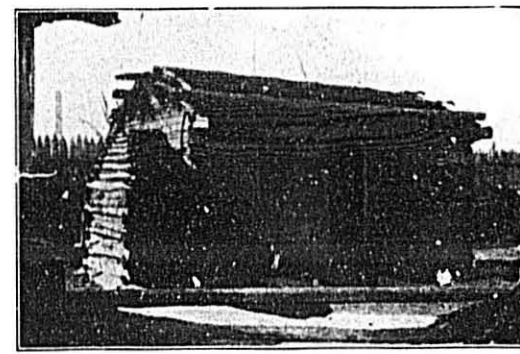
A certain gentleman arrived late for a concert and inquired from the person sitting beside him what the orchestra was playing.

"They have just finished the Ninth Symphony."

"I'm, am I as late as that?"

## Lincoln's First Home

A replica of Abraham Lincoln's birthplace in Hodgenville, Ky., forms a part of the Lincoln Group at the "Century of Progress" exposition scheduled to open in Chicago June 1.



Replica of Abraham Lincoln's birthplace in Hodgenville, Ky., which forms part of the Lincoln Group. The logs and timbers in this cabin are more than a century old.

tion exhibition during your visit to Chicago next June.

Advise well before you begin—and when you have decided, act promptly.

Plan now to attend the Macaroni Men's conference and take in the na-

ture of Progress" exposition scheduled to open in Chicago June 1.

Macaroni and noodle manufacturers will be interested in this "Lincoln exhibit" which will be completed in time

Advise well before you begin—and when you have decided, act promptly.

# NOODLES

## Wholesome and Easily Digested

*This Food Is Rich Source of Valuable Vitamins, Contains Little Fat and Is Highly Recommended in the Dietary of Convalescents and Invalids*

By DANIEL R. HODGSON, Ph. D., J. D.

Noodles have enjoyed an increasing popularity in this country in the past decade. This important and nourishing food product originated in Germany, where noodles have been in use for centuries.

Noodles resemble the flat form of Italian paste, except in 2 important aspects: (1) Egg noodles may be made from ordinary flour but a better egg noodle is made from what is known as a durum fancy patent flour. It is the finest flour made out of highest grade amber durum wheat. The Italian style macaroni is made from semolina, which is purified amber durum wheat in granular form. (2) Noodles contain not less than 5.5% of egg solids exclusive of the shells.

To be genuine, noodles or egg noodles must comply with this standard. A pound of egg noodles should contain at least 2 eggs of average size. If there is less than 5% of egg solids in the noodles, they must be labeled as plain noodles or water noodles. It behooves the housewife to examine the package carefully. She may often be misled by the appearance of the noodles. Plain noodles are sometimes colored with yellow coloring matter or dye to make them appear as egg noodles. The package may be properly marked, but the appearance of the noodles themselves may give the general

impression that they are the more expensive and better type of egg noodles.

### Easily Digested

Noodles are made from wheat dough rolled into thin sheets and cut into various sizes and forms by special machines. They are then carefully and thoroughly dried. Noodles are the most easily digested of all the flour foods. They are well absorbed in the intestines and because of the presence of eggs in the product the assimilation is greatly improved over that of many flour products.

Noodles contain about 1665 calories of which 11.7% is protein, 1% fats and 75.6% carbohydrate. The ease with which noodles digest makes them a very fine food for delicate stomachs. They are frequently recommended in the dietary of convalescents and invalids. They exert no particular strain on the organs of digestion or elimination and although highly nutritious they may be designated as one of the "rest" foods. Their high nutritive value makes them valuable as a substitute for meat.

The larger types of egg noodles may well be used as a main dish when served with vegetables and other parts of a well balanced meal. Sometimes they are cooked with meats or berries. Cheese is

a favorite food to be served with them. They also may be stewed with tomatoes and butter. The noodle charlotte is another method of serving the egg noodle. The egg noodle has also found much favor as a food to be used in soups, consommés and bouillons.

### Rich in Vitamins

One of the important features of noodles is the vitamin content. The genuine egg noodle made from real eggs is a rich source of vitamins. Vitamins A, B, D and G are present. The low grade noodle contains very little if any vitamin.

Because of the great variety in grades of egg noodles great care should be taken in the selection of a brand to be used. Some egg noodles are far more nutritious than others. The processes of manufacture are exceedingly important since only the egg noodles which are manufactured in clean sanitary places are fit to eat. There is a great variety of conditions under which these foods are manufactured. Some egg noodles may be made from stale eggs; others from egg substitutes; and still others from fresh wholesome eggs. The only guarantee one has for a genuine product is the character of the manufacturer and the type of his formula.



### Reduced Fares to Convention

Every railroad in the country, all bus and air lines have announced low and attractive rates to the Century of Progress Exposition in Chicago which will be officially opened by President Franklin D. Roosevelt on May 27, 1933.

The reduced rates will be taken advantage of by the Macaroni and noodle manufacturers who will attend the Thirtieth Annual Conference of their industry in Chicago the week of

June 19, combining the business of their trade association with the pleasures of the world's greatest fair.

There is a movement on foot in New York city to arrange for a special car for the macaroni manufacturers and their allies to travel in a body to Chicago and the macaroni convention. Should the plan materialize accommodations will be provided for manufacturers from the New England states and from other sections through which the train will pass enroute to the exposition city.

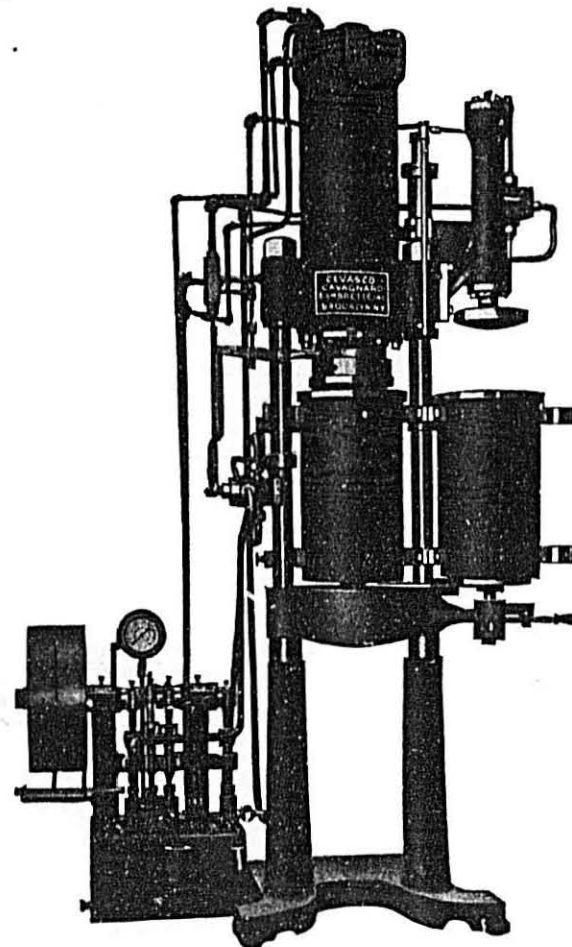
## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Press with Stationary Die  
12 1/4 and 13 1/4 inches

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**CONTROL VALVE.** Both the main plunger and the packer plunger are controlled by our improved valve. The movable part of this valve rotates against a flat surface. As there is always a thin film of oil

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street



# Secrets of Successful Trade Marking

By Waldon Fawcett

Written Expressly for The Macaroni Journal

## Don't Let Your Advertising Outrun Your Label

The latest news from Washington summons macaroni and noodle marketers to seek a new ideal of "coordination" in the identification and exploitation of their specialties. Nothing immediate, nothing compulsory in this hint from Uncle Sam's head office. But just a friendly tip for the forehanded, to the effect that it would be just as well to take time by the forelock and see that there is harmony of statement and sympathy of purpose as between macaroni advertisements and macaroni labels.

What has just happened might not be detected at first glance as having an important bearing upon the branding and labeling of macaroni and kindred items. The secretly significant announcement from the capital has told of an ambition on the part of the heads of the U. S. Department of Agriculture to extend their censorship to encompass, not merely food wrappers and labels but likewise all collateral advertising of food products. In short, the plot contemplates Federal supervision of advertising copy (employed in such mediums as newspapers, magazines, store and car cards, etc.) as well as the present supervision of statements appearing on or attached to the goods.

There is nothing new in the fundamental idea of Federal control of collateral advertising—the advertising which deals with food products but which is displayed apart from the actual goods. What is new is the degree of executive support which the proposal is getting at Washington, which support may be expected to impress Congress and might in the present chastened mood of the national legislature result in quick and decisive action.

If we look backward we find that the U. S. Food and Drug Administration—the national food police organization—has always been sympathetic to the idea of advertising censorship. As matters have stood the administration officials have felt that in not a few instances they were balked in giving to the consuming public the protection that the "pure food" statutes intended. Power was possessed to stop "misbranding" as constituted by any false, misleading or deceptive statements appearing upon the goods. Even as there was authority to cure any misrepresentation of the quantity of any given commodity contained in any given container. But the trouble has been that by no means do all hungry

folks make their selection of food packages solely on the strength of the statements made on the packages.

With no authority over detached advertising, the food censors have been obliged to stand by and in conspicuous cases see the public influenced and impressed by extravagant, maybe downright erroneous statements in advertising which the authors would never dare place on their packages. Thanks to the advertising freedom, it has been possible for an imaginative promoter to cultivate on the part of the public an exalted opinion of his product which could never have been conjured if the eulogist had been compelled to stick, in his advertising, to the hard facts sanctioned for the actual labels.

Restive to find its hands thus partially tied the U. S. Food and Drug Administration has never made any fight in Congress to get an amendment that would stretch the food act to cover collateral advertising. When questioned by congressmen or private individuals the regulatory chiefs have never made any secret of their belief that an advertising annex was a long felt want of the food act. But they have not, or at least not in many years, instigated action at the capitol. When, on the initiative of a member a collateral advertising bill was introduced in Congress some years back, the Food and Drug Administration gave its o.k. to the proposal. But when that bill died of neglect the enforcement officers never conducted any campaign on behalf of its resurrection such as they have staged, for example, in furtherance of the slack filled container and deceptive package bill.

The Roosevelt regime has brought a new deal in this quarter as in some others. As second in command at the agricultural department we have an assistant secretary of liberal views who appears to be convinced that there is a real need to discipline food advertising to the extent of making it gee with the labels. In this up-to-date version radio broadcast advertising would be obliged to toe the truth mark, along with all other forms of collateral advertising. And advertising agencies would be jointly responsible with manufacturers for excesses in advertising description.

While this extension of governmental authority is far from an accomplished fact, it has by the late developments been brought close enough to warrant realistic

macaroni marketers in taking stock of their prospective responsibilities if and when the new arrangement obtains. At that, some of the marketing experts with whom I have talked regarding the new turn of events feel that it would be quite too bad if macaroni tradesmen regard it as a hardship to be called upon to reconcile their advertising statements to their label, or package, statements.

Without assuming any extreme moral pose, the experts feel that solely on the score of good faith, good will and customer satisfaction, it is just as well for each seller to build up and proclaim a single standard of commodity character and specifications. If through divergence of statements customers derive from the collateral advertising a set of expectations that must be revised and modified in the light of more conservative statements on the package or label, the result must be to risk confusion and misunderstanding, with the possibility of resentment on the part of customers who feel that they have been baited by advertising blarney.

It goes without saying that no macaroni brander whose present layout has the approval of the Federal Food and Drug Administration will have any call to change any of the statements on his label or wrapper. Nor indeed, should any revision be necessary in the case of package inserts or outserts; that is to say cards, circulars, folders, recipe books or other literature enclosed in the package, or attached to the outside of the carton in such manner that they carry through to the ultimate consumer. Because it is a long standing rule of the Food and Drug Administration that in all inspections for possible "misbranding," the printed matter inserted within or accompanying the package is treated as though it were a label. So presumably all macaroni and noodle package layouts which have been passing unchallenged in interstate commerce are all right as they stand.

Where the macaroni marketer would face a new responsibility would be in his collateral advertising, be the medium window cards, motion picture theatre slides, radio talks or newspaper broadsides. Perhaps all the statements in the advertising may be right as they stand. But if we are subjected to Federal censorship of advertising, it will be necessary to analyze copy carefully to make

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sure that it does not overstate the story told by the label. Compared to some food lines the macaroni section will probably be affected very little by the new exactions. What is particularly aimed at, it may be confessed, in the new project, is the curbing of sensational statements with respect to the healthful qualities of specific foods. Since the public has become so sensitive to vitamins, calories, etc. there has been in some quarters a temptation to play up these assets.

In conversations for THE MACARONI JOURNAL, the department officials have made it clear that if they are granted powers of censorship over food advertising there will be no disposition to be either ruthless or abrupt. Food advertisers will be given ample notice of the new deal and ample time to remodel their advertising to conform to the official code. In all probability a plan will be worked out whereby individual food advertisers may informally consult the officials and ascertain in advance whether proposed changes will win an o.k. for copy.

### Sky High

Macaroni manufacturers who would "just dearly love" to see some "sky high" prices that would change their accounts from red to a more welcome black, will be interested in the above-

portrayed spectacular feature of Chicago's 1933 World's Fair. The Columbian exposition of 1893 had its giant Ferris wheel; the Paris

cables at the 200 foot level, over which rocket cars will carry passengers. Macaroni and noodle manufacturers who attend the 1933 convention of the



Drawing of the "Sky Ride" which will be one of the spectacular features of Chicago's 1933 World's Fair—A Century of Progress Exposition. Two steel towers 625 feet high and 1850 feet apart will be connected by cables at the 200 foot level, over which rocket cars will carry passengers. At the tops of the towers will be observation platforms from which visitors will be able to see Chicago and its surrounding area for miles in all directions. High speed elevators will carry visitors aloft to the rocket cars and to the observation platforms. One of the towers will be on the mainland north of the Hall of Science; the other will be on Northsterly Island, north of the Electrical Group.

exposition its Eiffel tower; the Century of Progress which opens on June 1 will have its Sky Ride, for the thrill lovers. Two steel towers 625 feet high and 1850 feet apart will be connected by

National Macaroni Manufacturers association June 19-21, may be fortunate to "spot" the organization's headquarters from the observation platform, atmospheric conditions permitting.

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.

Minneapolis, Minnesota

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



### Midwest Macaroni Manufacturers in Friendly Conference

(Continued from Page 10)

(3) Using semolina or flour on the basis of \$4 per bbl. delivered your plant, give below the cost at which you calculate you can sell goods at a break-even basis f.o.b. your plant, packed in fiber or corrugated containers.

20 lbs. Long Macaroni and Spaghetti	20 lbs. S. C. Macaroni and Spaghetti	10 lbs. Pure Egg Noodles	24 8-oz. Pkg. Long Macaroni and Spaghetti	24 8-oz. S. C. Macaroni and Spaghetti	24 5-oz. Pkg. Egg Noodles (Use \$3.00 M basis for Ctns)	12 1-lb. Cellophane Wrapped Egg Noodles	
.65	.65	.50	.50	.50	.74	.82	
.69½	.69½	.59	.49½	.49½	.75	1.15	
.81	.80	.85	.65	.64	1.02	1.02	
1.00	1.00	.72	.76	.76	.68	1.07	
1.60	1.50	1.05	1.20	1.15	1.00	1.50	
.93	.83	.73	.74	.69	.72	1.19	
.86½	.86½	.61½	.65	.65	.53	1.05	
.82	.82	.71	.58	.58	1.10	1.05	
.71	.85	.70	.61	.61	.76½	.72	
.85	.94	.62½	.51	.50	.65	.98	
.75	.60	.65	.61	.61		1.00	
.94	.70	.80	.76½	.76½			
.62	.82	.80	.66	.78			
.70	.78						
.82							
.80							
Average.....	.91	.90	.72	.67	.67	.80	1.05

(4) In the above prices, approximately what percentage have you included for administrative charges—how much for sales expense?

Administrative Charges	Sales Expense		
.04	.11	.11	.018
.05	.06	.10	None
		.10	.15
		.06	.05
		.05	.10
		.046	.05
		.015	.17
		\$3,313.28	\$10,733.51
		Average.....	.063 .09

#### Plans Expansion Program

Pleased with the result of a restricted advertising campaign that has given its "Five Minutes" brand wide distribution throughout the New York area, the Roman Macaroni company of Long Island City, N. Y. is planning an enlarged program to publicize its macaroni and spaghetti. Radio and newspapers will be used to feature its advertising slogan, "Save Your Time—Your Figure," claiming that its product can be cooked in a very few minutes because its spaghetti is tubular and has very thin walls; that it is nonfattening because it is made from No. 1 semolina with low starch content and high nutritive values. Briggs and Varley Inc. is handling the new account and is planning the enlarged program seeking a wider distribution through independent groceries, chain stores and department stores in the metropolitan district.

#### J. T. Williams Resigns

James T. Williams, president of the Creamette company, Minneapolis and former president of the National Macaroni Manufacturers association has handed his resignation to Governor Floyd B. Olson from the Minnesota Conservation Commission to be effective at his will. He states that pressing business affairs require his undivided atten-

tion and he can no longer give the conservation work the time and attention it deserves.

Up to May 10, Governor Olson had not indicated whether or not he would accept the resignation of Commissioner



James T. Williams

Williams who has been a valuable member on the board. Prior to Mr. Williams' resignation W. T. Cox, head of the department of conservation had been suspended, but the macaroni manufacturer insisted that his act was in no way influenced by the suspension of his chief.

Mr. Williams was appointed to the

Minnesota Conservation Commission by Governor Olson because of his interest in hunting and fishing, being one of the leading sportsmen of the state in those lines.

#### F. A. Motta Is Optimistic

Frank A. Motta, secretary of the Champion Machinery company, Joliet, Ill. spent 2 weeks on a business trip through the south attending conventions of bakers and reports that he was deeply impressed by the staunch optimism displayed by individuals and groups. He called on macaroni and noodle manufacturers in several states south of the Mason-Dixon line. All appeared cheerful and eagerly looking forward to continuation of the improvement in business quite manifest in their line in recent weeks.

Everywhere he found considerable interest in the work of the National Macaroni Manufacturers association and in the convention to be held in Chicago shortly after the Century of Progress Exposition is officially opened. Many are planning to attend the latter the week of the macaroni conference, thus killing 2 birds with one stone. There seems to be a general stiffening of macaroni prices all along the line according to Mr. Motta's observation, and a growing tendency to produce more than the usual percentage of quality goods.

#### Mrs. Henry Mueller Dies Suddenly

Mrs. Henry Mueller, wife of Henry Mueller, president of the C. F. Mueller company, Jersey City, N. J. died quite suddenly on May 1 following a brief illness. She leaves, besides her bereaved husband, two daughters, Myrtle and Ruth, both married, and a brother.

Her death came as a shock to her many friends in the macaroni industry, friendships formed at conventions of the National Macaroni Manufacturers association of which her husband was long a leading executive. To him and his daughters, friends in the industry extend sincere sympathy.

#### R. W. Goodell Honored

R. W. Goodell of the Commander-Larabee corporation, Minneapolis, Minn. was elected president of the Northwestern Spring Wheat Millers club at the annual meeting in Minneapolis on May 2, 1933.

Among others honored by election are W. B. Webb as vice president, and M. P. Fuller as secretary-treasurer. Directors chosen are J. Juul, C. C. Bovey, W. L. Harvey, Dwight K. Yerxa, and W. C. Helm, of Minneapolis, F. E. Brouder of Mankato, H. L. Beecher of New Ulm, W. S. Weiss of Red Wing and C. R. McClave of Great Falls, Montana.

### Tellin' 'Em Straight

Macaroni and noodle manufacturers who attend the Thirtieth Annual Convention of the National Macaroni Manufacturers association at the Edgewater Beach hotel, Chicago will be prepared to listen to facts and figures plainly stated by scheduled speakers who have been carefully selected to discuss the topics assigned them.

They will be supported in discussions by manufacturers who will speak plainly of their experiences, giving their personal diagnosis of the current ills of the industry and prescribing



suitable remedies. It will be truly an open forum in which bare facts will be plainly stated. There is no longer need nor time for quibbling. You can hardly expect that all that will be said or done at this 1933 convention will be reported; so arrange to attend and get the facts and the remedies first hand.

Let you forget—the 1933 convention is set for June 19-21 in the Edgewater Beach hotel, Chicago.

### Deceptive Packages

Unlike in other industries and trades the macaroni manufacturers are not so greatly troubled by the "deceptive package" competition, though there are incidents of crude attempts to deceive by the use of the slack filled carton. What a disappointment it must be to housewives to get a supposedly large package of macaroni, spaghetti or egg noodles only to find on opening it that it is only half or a little better than half full. The Federal agencies are unceasing in their fight against all deceptive packages. A recent release reports action taken on imported products, though the government is equally vigilant with respect to domestic goods.

#### That Tricky False Bottom

An importation of process cheese from Finland packed in round boxes having false bottoms, failed to get by the watchful eyes of inspectors of the Federal Food and Drug Administration in New York recently. Cheese from the same shipper had formerly been packed in 8-oz. boxes of the same size and shape as those detained, but the boxes were full of cheese and labeled as containing 8 oz.

Later on the shipper reduced the quantity of cheese to 6 oz. He changed the label accordingly and used pieces of cardboard to fill the box. Finally, he cut the cheese to 3 oz., but continued to use the 8-oz. box, adding a false bottom.

The importation was detained on the grounds of misbranding under the national pure food and drug law. The boxes bore an inconspicuous declaration of a net content of 3 oz. The law requires that a plain and conspicuous statement of the exact quantity or weight of food contained be printed on all packaged foods shipped in interstate or foreign commerce.

## FORWARD and UPWARD



HALL OF SCIENCE  
"Century of Progress"—Chicago, Ill.

### Help Your Convention Point The Way

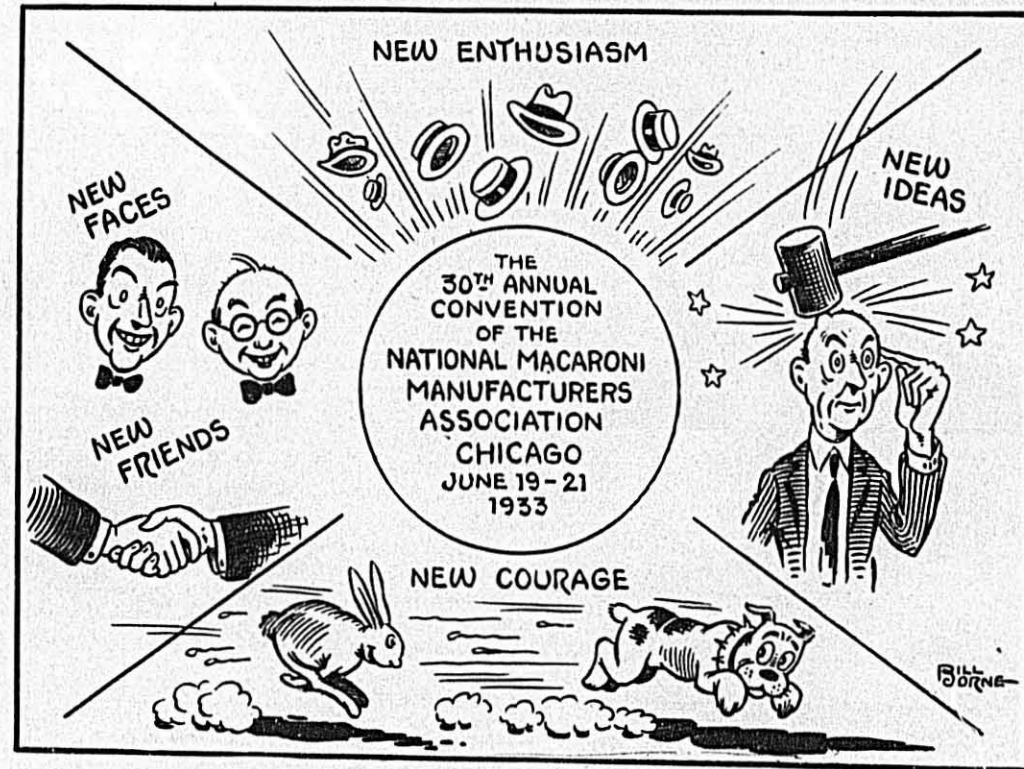
Let's Go . . . all together . . . in a spirit of common advancement. It's up to us all . . . the Manufacturer . . . the Salesman . . . the Jobber . . . the Allied Tradesman . . . to do our bit to make the Convention a rousing and paying success for us all.

Champion Machinery Company will be well represented at the Big Convention at the Edgewater Beach Hotel, Chicago, on June 19-21. Don't howl about Bad Times but work for Better Times. The Convention will give us a chance to plan and work together and incidentally, learn a thousand new things at the Century of Progress Exhibition.

#### CHAMPION MACHINERY CO. JOLIET, ILL.

Sales Service Agents and Distributors for Greater New York  
**JABURG BROS. Inc.,**  
Hudson and Leonard Streets New York, N. Y.

## A Timely Illustrated Story



A well known noodle manufacturer when asked "Why do you so regularly attend the macaroni men's conferences?" tersely answered:

- To get some needed enthusiasm that must be spurred annually.
- To satisfy myself personally, just what other manufacturers are doing elsewhere.
- To meet new entrants into the business, to grieve (?) over those who have been forced to leave it, and to greet old friends.
- To report to others conditions as I find them in my territory in the belief that this knowledge will be helpful.
- To hear what the National Association through its officers and committees have done or propose to do, and to help them do it.
- To get direct information on new and proposed legislation, State or Federal, that affects my business.
- To cooperate with my fellow craftsmen in promoting and supporting all promising activities.
- To enjoy a few days of recreation with my competitors, who after all are just ordinary humans as are you and I.
- To reaffirm my belief in organization and to repledge my support to the trade organization of which I am a part.
- To confirm a growing belief among business men, that in a trade like ours one amounts to very little, alone.
- To learn what has been done and what further can and will be done through closer and better co-operation.

THE GOLDEN TOUCH

# King Midas Semolina

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



**King Midas  
Mill Co.**  
MINNEAPOLIS, MINNESOTA

### Quality and Cleanliness Noodle Firm's Motto

While some noodle manufacturers are continually striving to increase the output of their plants others concentrate their attention on bettering the quality of their product and on improving their plants. Among the leaders of the latter group is Mrs. C. H. Smith, leading executive of the C. H. Smith Noodle company, Ellwood City, Pa. who is more



MRS. C. H. SMITH

Chief executive of a successful noodle factory, Mrs. C. H. Smith, popularly known to the trade as Mrs. "Noodle" Smith personally manages the sales department of the Mrs. C. H. Smith Egg Noodle Co. of Ellwood City, Pa. Under her supervision the firm has flourished even during the years of depression, necessitating extensive enlargement of her noodle factory. As a member of the National Macaroni Manufacturers association she is well known to the trade, annually taking part in the conferences of that organization.

familiarly known to the trade and to her friends in the industry as Mrs. "Noodle" Smith. That is the endorsement given her and her factory by the editor of the woman's page of the *Pittsburgh Post*, an expert on diet, food, sanitation and health, in an article proving the actual

existence of a Mrs. "Noodle" Smith in the firm:

Mrs. "Noodle" Smith is the founder of the business of which her husband is a silent but aggressive coexecutive. Thirteen years ago she started making noodles in her home kitchen, selling to friends in the immediate vicinity of her home. When later she found it necessary to build a special noodle plant she transferred to it the same kitchen cleanliness that prevails in her home. To the high quality of her products she attributes the success of her business venture. She says:

"We are building another addition to our plant which will be completed in May. It will provide more ample office space, a larger packing department, an experimental kitchen where are raw materials and finished products are tested by every known test, and recreation rooms for our growing staff of officers and employees. I believe that by creating a friendly feeling among my employes a more willing attitude of cooperation may be assured, and a better realization created that each plays a part in our progress."

The Ellwood City firm enjoys a wide reputation for the quality of its products, using only the finest of durum fancy patent flour in the manufacture of its egg noodles and the most modern machines that complete the manufacturing process in about 40 minutes from flour bin to drying room, and its products are sold when still fresh, most of them when less than a week old, thus insuring their freshness when passed on to the consumer. Girls are used mainly throughout the plant, but they must be high school graduates or of equivalent intelligence. All must have health certificates and must wear specified snowy white uniforms while at work. Despite unfavorable business conditions that generally prevailed in the industry, 1932 was the firm's best

business year. With the help of a sales personnel of 100 specially trained salesmen and a completely remodeled plant, Mrs. "Noodle" Smith hopes to make 1933 exceed any previous year in the quality of its products and profits on their sale.

### Pass Responsibilities to Aides

Executives of the macaroni and noodle manufacturing firms that usually compose macaroni conventions would do well to bring along with them their plant superintendents, the accountants and their plant foremen to the 1933 convention in Chicago June 19-21, 1933.

These subordinates are undoubtedly in closer touch with operations than are the head executives who are compelled generally to supervise buying, producing and selling angles of the business. They will

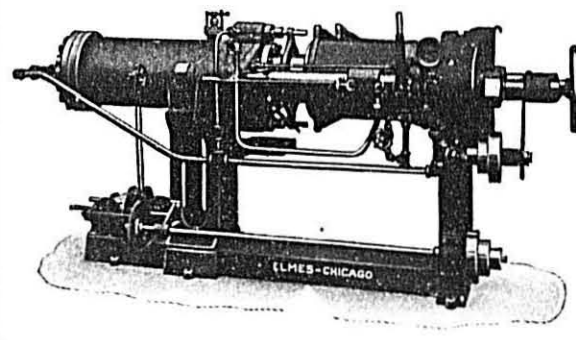


not only enter more heartily into the learned discussions of their particular work but will bring home with them many more thoughts and ideas than can be transferred to them by the head executive who must necessarily generalize more than he can specialize.

Taking subordinates to the annual conferences of the industry may prove a profitable investment and macaroni manufacturers are specially urged to try this experiment this year, giving these subordinates a business vacation during convention week.

What a fine opportunity for them to "talk shop"! Let your Salesmanagers, your Office Managers and Production Foremen talk it over with one another and it will be surprising what good will result therefrom.

## HYDRAULIC MACHINERY ELMES SHORT CUT PRESSES



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

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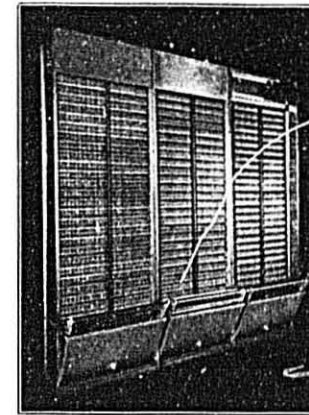
### Practical Air Filter

Air filtering and air conditioning have long been studied by leading executives of macaroni and noodle manufacturing plants. There are a variety of outfits in use or under observation in the factories throughout the country and the effects of cleansed and treated air on macaroni drying have been studied.

Air filters play a prominent part in the ventilation of all structures built under modern specifications. They are found in schools, hospitals, hotels, stores, office buildings, etc., and are now in use in dining cars and railway pullman coaches. They are located at the intake of the various ducts or openings supplying air for heating and ventilating of the buildings. These filters exclude atmospheric dust that otherwise would become harmful to interior decorations, as well as to the health and comfort of the employes and attendants therein.

In macaroni and noodle manufacturing plants, filters are used particularly in treating the air entering the drying rooms and are so constructed as to give the operator practical control over the condition of the air used in properly "curing" the goods. The filter illustrated here is manufactured by the Independent Air Filter Company of Chicago. It is made of aluminum to withstand time and corrosive elements. Since this is a rustless metal built of "Alcoa" aluminum, it will not only en-

sure longer than ordinary metal but will more thoroughly cleanse and treat the air passing through it. It is said to be the first air filter machine con-



structed of aluminum and is meeting with favor among building engineers everywhere.

### AGMA Secretary Resigns

Robert F. Miller, executive vice president of the Associated Grocery Manufacturers of America, resigned on May 1, 1933 to become president of the United States Travel association with headquarters in the Railway Exchange building in Chicago. On May 1 he had rounded out 4 years of service to

AGMA, going to that organization in 1929, having resigned a position in the U. S. Department of Commerce at Washington to assume his trade association activities. Prior to government service he had served in a merchandising capacity with N. W. Ayer & Son, the Crown Cork & Seal Co., Gimbel Brothers and other leading corporations.

### Memphis Firm Flourishing

Business in general may be below normal and in many macaroni and noodle plants everything but what owners would desire, but it is quite satisfactory to the owners of the little plant in Memphis, Tenn. operated by Rubelio and Cuneo as the Mid-South Macaroni company, states the Commercial Appeal in an illustrated article entitled "But How Do They Put In The Holes?" April 9, 1933.

The plant, opened right in the midst of the world's worst depression has grown steadily, recently doubled its capital and now has about \$25,000 worth of modern equipment that is operated by 20 to 25 employes who produce approximately 10,000 lbs. of finished products daily. Though most of its output is marketed in bulk it has a popular package brand, "Cardinal" that has become well established locally. Its production includes many of the lesser known varieties as well as the popular ones, spaghetti, straight macaroni, curly rosettes, noodles in lacy spirochettes, large curved and fluted egg noodles, bow ties, large

(Continued on Page 25)

## THE CAPITAL TRIO



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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS

CAPITAL FLOUR MILLS

Offices  
Corn Exchange Building  
MINNEAPOLIS, MINN.

INCORPORATED

Mills  
ST. PAUL, MINN.

### Trade Associations

By Col. Benjamin A. Franklin, Past President Associated Industries of Massachusetts

The depression drags on its weary way and temporary enthusiasms about upturns seem only to bring further disappointments. Meanwhile articles and books are written on the situation, and remedies from national planning to buy American, are suggested. Probably in all of them some germ of practical value. But there is no force in our vast business structure of independent units which has the voice of authority.

Certain facts appear evident, and on these facts it seems we must operate to bring back prosperity.

In the first place prosperity isn't going to start back until we begin to put the unemployed back to work. This will happen only when industry gets some confidence that the volume of business is going to expand.

In the second place competition has forced selling prices to a level at which in most cases only loss, even with reduced wages and expenses, is made.

Rising prices will create confidence and will begin to place industry in a position to proceed profitably, to increase its inventories and purchase of supplies, and to begin to increase its forces. It will create buying and buying will increase confidence.

But rising prices demand cooperation of industries making like articles, and also demand the intelligent, if watchful, assistance of the government in administering the law.

The law was developed to protect the public but no law is a protection to the public when it permits mass production and cutthroat competition to create a condition of loss which compels great unemployment and low wages to those who do work.

Now we have at hand 2 instruments which may be utilized to vastly remedy the situation and start prosperity back.

One of these instruments is the trade associations of the country. They are eager or can be made eager to cooperate in their own interest. They can produce quickly the facts of their situation as a basis for a settled remedy.

The other remedy lies in a united administration of the Federal government which proclaims its eagerness to help bring back prosperity.

These great instruments need to get together. They already have both existence and the same desire.

There is no law of economics which proclaims that under all conditions the lower the prices the greater the prosperity. We have tried our best to prove it in this depression and failed.

There is a law of economics which proclaims that only on profitable prices can production proceed and employment be given.

Why not try it out? Some measures are being taken in this direction.

But there has seldom been a time when

trade associations should more closely cooperate in their membership for sound, economic procedure.

And here is the opportunity of every executive.—Contributed by G. La Marca.

#### Spaghetti to the Front



A tasty six-minute dinner... without meat.

I.G.A. stores have a new answer for the customer who wants (1) something that can be served quickly as midday luncheon, Sunday supper, etc., and (2) a dish for meatless days.

I.G.A. introduced its new SPEE DEE spaghetti dinner at the start of the Lenten season and I.G.A. retailers in 42 states report that it clicked with food buyers.

I.G.A. SPEE DEE spaghetti, prepared for quick cooking, is packed in cellophane. Vacuum-sealed jars contain sauce and cheese. The 2 are attached with another cellophane wrapper and a ribbon.

Each package contains card with instructions for various methods to prepare and serve.

done for egg noodles, it will do for spaghetti, macaroni and the many other shapes. Some manufacturers have gone even further in their fight to attract the public's eye to their products, and through the eye to whet appetites that are ever desiring a change. Combination displays of the basic ingredients of a quick and good spaghetti dinner have been on the market for some years, always undergoing improvements. There is illustrated herewith an attractive carton utilized quite successfully during the past Lenten season by the I.G.A. stores in greatly increasing their spaghetti sales.

Aside from its attractiveness, its eye appeal, it seeks by the message on the label to interest housewives who are more than ever on the lookout for hints and suggestions that will help take away some of the drudgery of meal planning and making. A 6-minute dinner without any mussiness is offered by Spaghetti Dinner combinations of which the illustration is but one of many on the market.

#### A Fair and Square Convention

President Alfonso Gioia of the National Macaroni Manufacturers association will preside over the several sessions that will compose the 1933 convention of the macaroni industry of America in Chicago, June 19, 20 and 21.

He is stern, but fair. He will see to it that your views are heard if you choose to make them known to the assembly.

He is considerate and broadminded. He realizes that the manufacturers constitute the convention and that he is



"Business as Usual" may have been the proper motto during the bank moratorium, but the business man that wins in today's battle of profitable distribution is the one that finds some unusual way of presenting his wares.

In the macaroni manufacturing trade the noodle maker was to first realize that he must show his products in their true light—in the golden attractiveness. That he did by using a transparent wrapper that made a ready hit with the consumer.

The manufacturer who is content to pack his products in an unattractive carton or inconspicuous box, resting content with the old-fashioned notion that "the people know my goods and will buy them without all the modern 'fol-de-rol,'" is up against a sales resistance that will be hard to overcome.

What the transparent wrapper has

merely the presiding officer to direct, advise and to execute.

He will wield the big gavel in fairness alike to association members, guests and allies. It will be his aim to show no preferences and to keep the gathering ever and always the "open forum of the macaroni industry" intended by its sponsors.

President Gioia welcomes you to attend and guarantees you the friendliest kind of a reception. Take him at his word. Be there when the conference opens the morning of June 19 and stay with him until it closes on June 21.

All journeys are shorter when we meet each other half way.

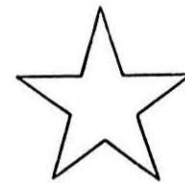
Officer: "Can't you see the red light?"

Lady: "Yes, Isn't it pretty?"

### PRICE · QUALITY · SERVICE

By These Features We Are Known To the Entire Industry

They Are Our Standard and Our Challenge

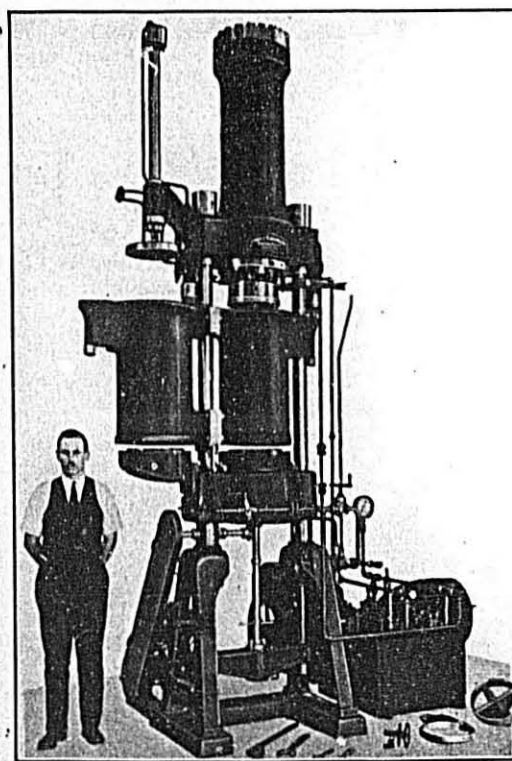


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Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

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

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 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading column.  
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 Display Advertising . . . Rates on Application  
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Vol. XV May 15, 1933 No. 1

**6 and 5 Black Bill**

The Senate Bill No. 158, the so-called Black or the 6 & 5 Bill, which passed the U. S. Senate last month attempts to establish a work day of 6 hours and a work week of 5 days, by prohibiting the shipment, transportation or delivery in interstate commerce of all commodities or articles produced in plants by persons working more than the limited 6 hours daily and a maximum of 5 days a week. The penalty is a \$300 fine or 3 months imprisonment, or both.

The restricted hours of employment would not affect agricultural merchandising or transportation. In the macaroni manufacturing industry it would limit employment in and around the plants that ship their products to other states to the maximum of 6 hours daily for 5 days, with no overtime except in extreme cases of emergencies. It provides for no Federal supervision of plants that sell all their outputs locally or intrastate. In such plants the state laws would apply.

The bill was taken up by the House of Representatives late in April and hearings thereon were held by the committee on labor. The committee has before it also a proposal by the secretary of labor for legislation replacing the Black Bill and going much beyond it.

The objective of the measure in either form is to spread out available work to give employment to more workers. With that objective the whole world is in accord, but there are some serious objections, the principal one of which is the question as to the right of the government under our constitution to forbid transportation of commodities

produced under hours of labor different than those fixed. The Chamber of Commerce of the United States is leading a fight to retain for industries their right to agree on such matters voluntarily with a government agency to enforce the agreement.

**Color User on Probation**

The state of California has an anti-coloring law similar to the Federal law which strictly prohibits use of artificial color in egg noodles under any and all conditions. The state enforcing officials have found time to enforce the regulation in some sections of the state. Last July they filed complaint against David Stagnaro of Stockton, noodle manufacturer, charging that he used coal tar dye to color noodles in simulation of eggs. He did not deny the charge but countenanced the practice on the plea that coloring was generally resorted to by most noodle makers.

When the drive was made in July 1932, the enforcing officials were given promises that the practice would cease. C. B. Heizer, inspector of the state department of public health, signed a complaint against Stagnaro charging continuing violation of the law, and at a hearing before Police Judge Cecil S. Johnson on April 8, 1933 Stagnaro pleaded guilty to the continued use of artificial coloring in his egg noodles, was placed on probation for a year and given a 60-day suspended sentence.

**A Cordial Welcome**

Just as cordially as business men would welcome the return of more prosperous times, the officers of the National Macaroni Manufacturers association welcome to the Thirtieth Annual Convention of the industry all the friends



of the trade. The conference will be held this year in Chicago on June 19-20 and 21.

It will be held in conjunction with and at the same time as the world's greatest conference on the resumption of prosperity—the "Century of Progress" exposition that opens next June.

Let's all be there, macaroni and noodle makers, large and small manufacturers, durum millers and machinery builders, to help develop in common a program welcoming and hurrying the return of prosperity.

**Fights Short Weight Practices**

The city of Dallas, Texas is taking steps to eliminate the sale of short weight packages of foods, and particularly in products purchased for distribution to the needy. A local firm was charged with selling packages of spaghetti supposed to contain 7 ozs., when actual tests proved that they contained only 6 ozs. or less. The charge was made by W. S. Bussey of the state department of weights and measures.

For distribution among the needy and unemployed, the city ordered 250 cases of spaghetti. The specifications called for 7-oz. packages. After 150 cases had been delivered 103 packages were opened and 97 were found short in weight by the inspectors. Armed with that information and evidence the state department hopes to convict the manufacturer and thus make an example for other food producers and distributors to heed.

**Mac. Trio for Jaded Appetites**

"The last few days betwixt winter and spring are filled with troubles for the homemaker because of jaded appetites," says Jesse Marie DeBoth, director of the Tribune's Cooking and Homemakers School, Minneapolis, Minn. "The family craves lighter food but still needs plenty of energy food because of the unusually inclement weather at that season of the year. The trio of Macaroni, Spaghetti and Egg Noodles admirably fills the bill.

"These foods are not too heavy but are still sufficiently nourishing for the hard workers. The interesting and satisfying dishes that may be prepared with these products are legion."

Among the combinations recommended by this expert are "Hot Noodle Ring," "Noodle Nests," "Macaroni a la King," "Italian Spaghetti" and "Noodle Chili."

**Classifies Mayonnaise as Food**

Reversing a previous decision the tax commission of New York state has ruled that mayonnaise is a necessary food product and that the new state sales tax does not apply to retail sales of mayonnaise.

Just prior to the sales tax becoming effective on May 1 the commission held that mayonnaise was not a staple food product and would be subject to the sales tax. This ruling resulted in an immediate strenuous protest from the Mayonnaise Institute, comprising practically all of the large mayonnaise manufacturers of the country.

It pays to be careful; the more careful you are the better it pays.

**WANT ADVERTISEMENTS**

FOR SALE: Three 72" belt driven Dry Room Fans with 2 h.p. Crocker-Wheeler motor, AC 220 volt, including pulleys. One Champion Reversible Brake for Noodles. All in first class condition. Address "Neil," c/o Macaroni Journal, Braidwood, Ill.

**The National Association Trade Mark Service**

**Cancellation Procedure**

The U. S. Commissioner of Patents may, for good and sufficient reason, cause existing patent rights to be canceled or annul rights to registered trade marks. The procedure is simple where there is no opposition or where the holder of rights or patents cannot be found when proceedings are instituted legally.

An application for the cancellation must be filed in the proper manner with the commissioner. Public notice of such action must be published in at least 3 issues of the Patent Office Gazette and notice by registered mail sent the defendant. The latter has a legal right to protest the proposed cancellation and show cause for not taking the action prayed for by the appellant, but failing to do so gives the commissioner the right to decide the matter wholly on its merits, proceeding with the case as a case of default.

The Patent Office is not often asked to cancel patents or registrations, settlement of controversies being usually made out of court—but when valuable patents or trade marks are involved and the vari-

**Patents and Trade Marks**

ous claimants insist on their rights in the matter, a long drawn out suit often results, costly and seldom adjudicated to the satisfaction of both.

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

**TRADE MARKS REGISTERED**

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

**Non-Skid**  
 The trade mark of Victoria Fusilli company, Long Island City, N. Y. was registered for use on spaghetti and alimentary paste products. Application was filed Dec. 10, 1932, published Feb. 7, 1933 by the patent office and in the March 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Oct. 6, 1932. The trade name is in heavy type.

**TRADE MARKS APPLIED FOR**

One application for registration of macaroni trade mark was made in April 1933 and published in the Patent Office Gazette to permit

objections thereto within 30 days of publication.

**Mrs. Smith's**  
 The trademark of Mrs. C. H. Smith Noodle company, Ellwood City, Pa. for use on alimentary pastes. Application was filed Jan. 18, 1933 and published April 11, 1933. Owner claims use since 1920. The trade mark is the title "Mrs. Smith's," a fac-simile signature of "Mrs. C. H. Smith" over which is a triangle

**Display Plant Moved**

Visual Display, Inc. a firm that has long been engaged in the manufacture of displays for food products, has moved both its factory and sales office from Chicago to Le Sueur, Minn. In its new location the firm will be better able to supply the needs of its many clients and to take care of a rapidly increasing business. That is the opinion expressed by F. S. Wayne, vice president of the concern that numbers among its clients several important macaroni and noodle manufacturing firms.

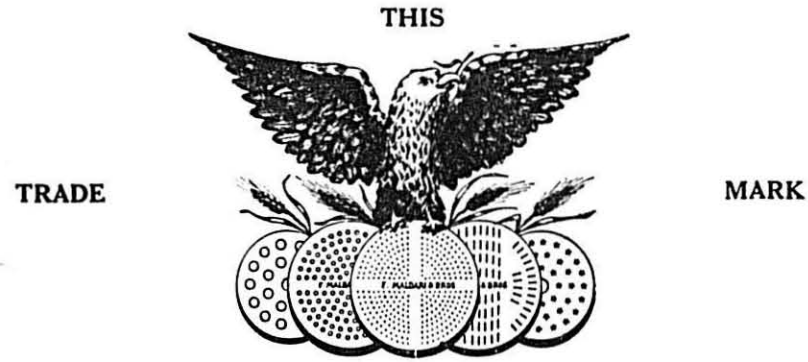
**Memphis Firm Flourishing**

(Continued from Page 21)  
 tubes, rings, alphabets, and whatnots. Long and short, plain and fancy "just as they are obtainable in Italy" but manufactured right here in the good old U. S. A. with the best of raw materials, the most modern machines and under the most approved conditions.

Thomas A. Cuneo is the active head of the Memphis firm.

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ORGANIZE  
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Association  
Local and Sectional Macaroni Clubs

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First--  
INDUSTRY

Then--  
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Official Announcement and Invitation

... to the ...

Thirtieth Annual Conference

... of the ...

MACARONI  
Manufacturing Industry, U. S. A.

TO ALL Members, Allies and Friends:

Our Industry is in the throes of an emergency unparalleled in the economic history of this country.

We can rebuild our business to normal prosperity ONLY by profiting from past experiences, following the advice of studious leaders and correcting the evils that underlie our trade.

That, my friends, is the prime purpose of this Thirtieth Annual Conference of the Industry being sponsored by the National Macaroni Manufacturers Association on June 19-21, in Chicago, to which it is now my duty and a pleasure to cordially invite you and your friends.

The selection of Chicago for this Convention is opportune. Most of us intend to take in THE CENTURY OF PROGRESS EXPOSITION in that city this year, anyway, so by planning to do so the week of June 19-21 we can see THE WORLD'S FAIR and attend THE MACARONI CONVENTION at little or no extra expense.

A very appropriate program of business and pleasure is being prepared by our Secretary. It will be short, but sweet, covering new and pending legislation, reviewing business conditions and studying recommendations for improvement, of which there is a great need.

Program details will be sent all as they develop. Reserve the week of June 19-21 for your business vacation. Plan now to accept this cordial invitation to be our well-wishing guest at the Thirtieth Annual Convention of this Association in Chicago next month.

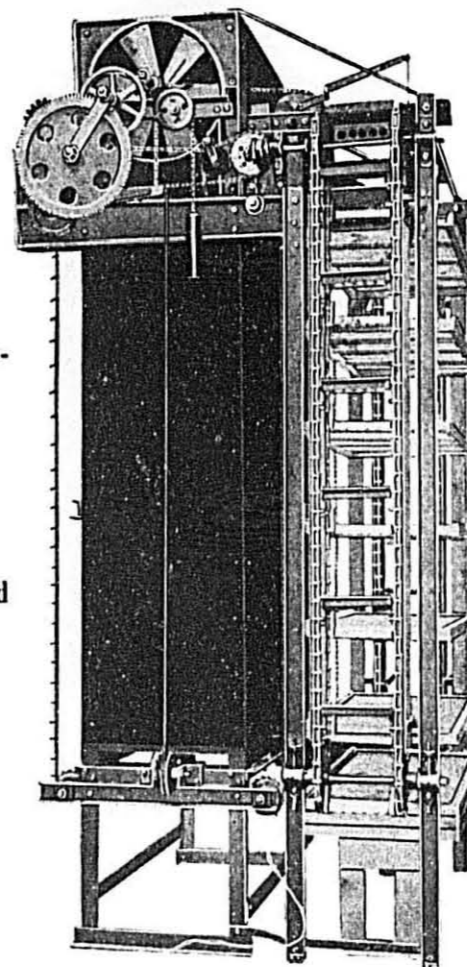
Yours, for Trade Betterment,

ALFONSO GIOIA, President.

Given at Rochester, N. Y.  
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30th Annual Convention, Edgewater Beach Hotel, Chicago, June 19, 20, 21, 1933.

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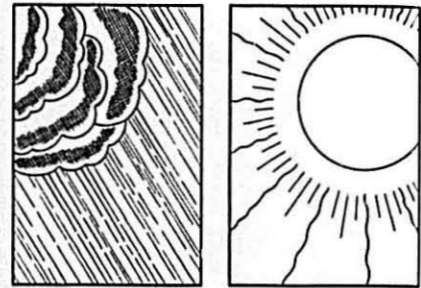
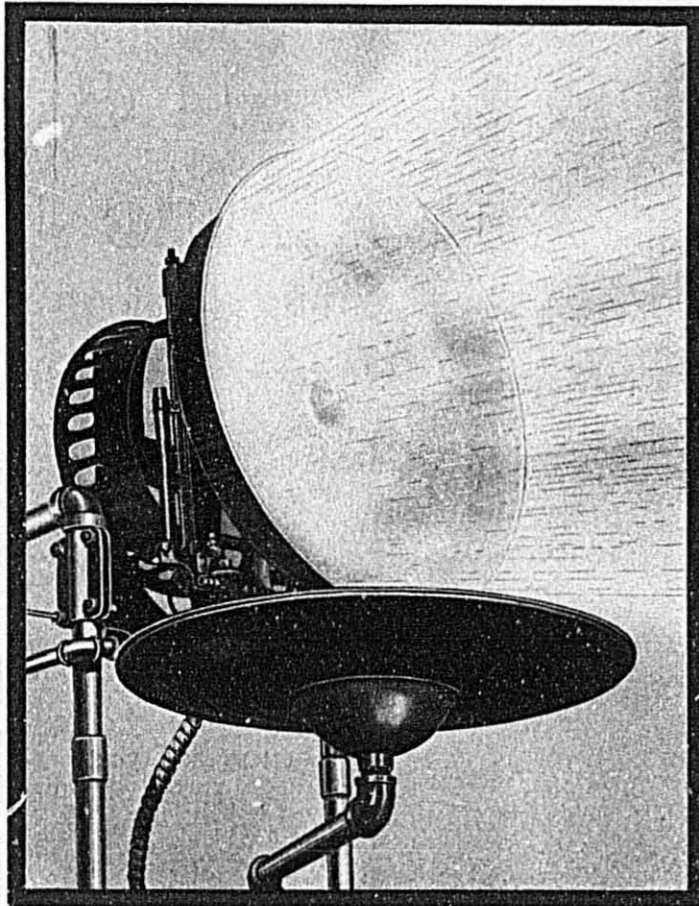
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You know how disturbing the effect of changing weather conditions can be on your plant operations. It is important that you use durum products which are milled to meet and overcome such obstacles to low-cost production.

*We can manufacture  
rainy weather..or a drought!*

PILLSBURY maintains a complete macaroni plant in its laboratories in Minneapolis, for the purpose of testing Pillsbury's durum products under actual working conditions. One obstacle which every macaroni manufacturer must meet is changes in weather. In order to make sure that Pillsbury's Semolinas and Durum Flours will work properly under the most trying conditions, Pillsbury uses the apparatus pictured above. It can actually manufacture a rainstorm or a drought. In this way, Pillsbury's Best Semolina and Durum Fancy Patent are subjected to the severest weather tests before they are released for shipment.

This care in testing is typical of the methods followed throughout the entire process of milling, from the selection of the wheat in the fields even before it's ripe, to the final manufacture of macaroni and spaghetti in our own complete test plant. When you get Pillsbury's Best Semolina or Durum Fancy Patent you get a *proved* product, one that helps you make a better piece of goods at a lower price.

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