

**THE  
MACARONI  
JOURNAL**

**Volume XV  
Number 4**

**August 15, 1933**

*The*  
**Macaroni Journal**

The logo is a circular emblem with the words "NATIONAL" at the top and "ASSOCIATION" at the bottom, surrounding a central dark circle.

Minneapolis, Minn.

August 15, 1933

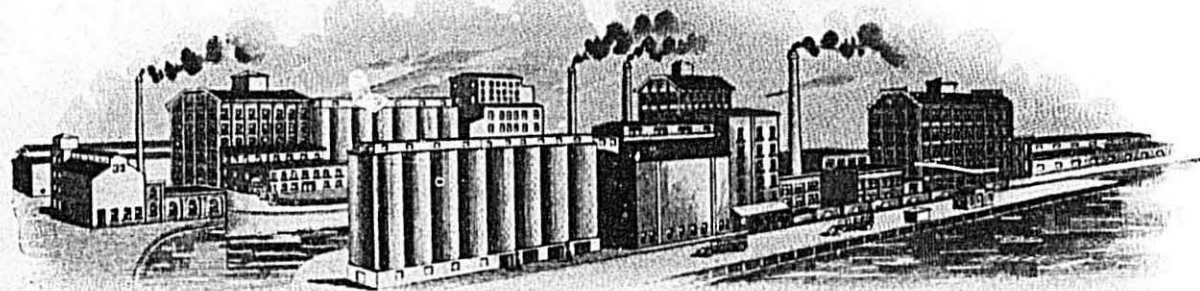
Vol. XV No. 4

### THE BLUE EAGLE

Since the leading Macaroni and Noodle manufacturers, through the National Macaroni Manufacturers Association, have offered their Marketing Agreement and Code of Fair Competition to the Government as Volunteers, they anxiously await official authority to proudly display the Administration's insignia--The Blue Eagle---signifying that they are paying living wages to an increased number of employees.

The Macaroni Code was first submitted on July 11, 1933 as approved by the convention of the National Association and again on August 7, 1933 in a revised form containing every suggestion made by government officials whose objective is to make the Macaroni Code a model for all the food trades.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

*In 1933, as for many years past*

**THE LEADER--**

**AMBER-BRIGHT UNIFORM  
HOURGLASS SEMOLINA**

**--CONTINUES TO LEAD--**

**QUALITY UNSURPASSED**

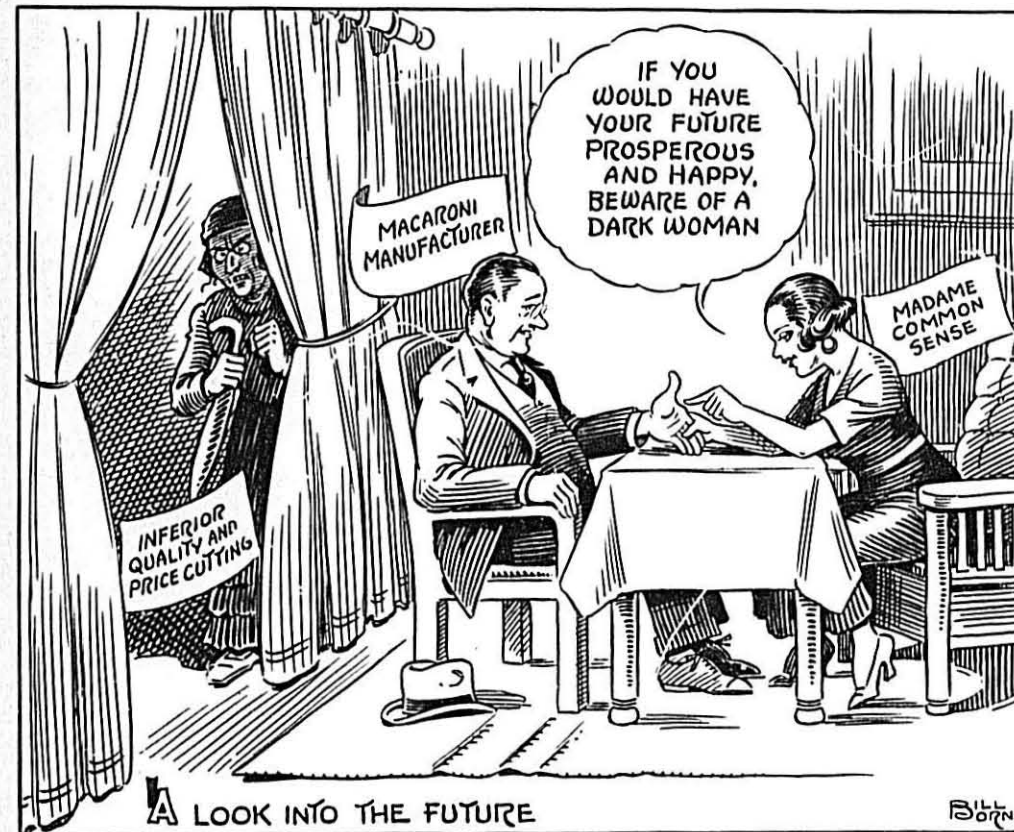
**DULUTH-SUPERIOR MILLING DIVISION**

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

BRANCH OFFICES

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

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



**COMMON SENSE . . .**

That's all that the government is asking of macaroni and noodle manufacturers in a united attack against practices that will nevermore be permitted in American business





QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XV

AUGUST 15, 1933

Number

## WE DO OUR PART!

To the "call to arms" by President Roosevelt in his appeal for cooperation by employers in putting into immediate effect his plan for business recovery, nearly two hundred macaroni manufacturers, members of the National Macaroni Manufacturers Association on July 25 were able to answer "WE DO OUR PART." This organized group, representing by far the big share of the production capacity of the Industry, having presented a Code almost a month before the administration spread its blanket code, was able to make that hearty response as volunteers rather than as "pressed" men.

"In war, in the gloom of night attack, soldiers wear bright badges on their shoulders to be sure that comrades do not fire on comrades. On that principle, those who cooperate in this program must know each other at a glance. That is why we have provided a badge of honor for this purpose—a simple design with the legend—'We Do Our Part.' I ask that all those who join with me shall display that badge prominently. It is essential to our purpose."

The macaroni and noodle manufacturers, members of the National Association are rightfully entitled to wear the badge of honor referred to in that part of President Roosevelt's radio address to the nation the evening of July 24, 1933 because they had made known to him and his administrators in very plain language that the macaroni industry was ready and willing to cooperate—that they had not even awaited the formal approval of the Code to put into effect some of its provisions that aim at immediate and lasting recovery.

The President appealed to employers everywhere to voluntarily raise wages and shorten hours, hinting that action would be taken to compel those who lagged behind his program if need for such action arose. His message was particularly aimed at those who had given little or no heed to his suggestion that employers set up plans for maximum hours of labor and minimum scale of wages to help spread employment and give workers a living income.

The Macaroni Industry was among the first to present its code of fair competition to the government. This did not meet with the requirements of the administrative officers entirely but some of the wrinkles therein have been ironed out and it will soon become effective. Already regional organizations have been perfected, laying the foundation for the equitable enforcement of the provisions of the Macaroni Code. Attention is now being given to outlying sections where manufacturers appear very anxious to perfect regional organizations so as to reap the benefits that will accrue to all under the Code.

Appreciation of the efforts of the National Association and its willing officers to help pull the industry out of the chaotic condition into which it was plunged by unrestricted and uncontrolled competition is generally manifested by the numerous applications for membership and their expressed wish to do their part. The membership of the organization has more than trebled within the past two months until it includes practically all of the large firms in the country and most of the small ones within its ranks.

To get the quickest and the best results from our Industry's Code there is need for closer unity and with that thought in mind every nonmember has been invited, urged and solicited to join forces with the National Association. Without united action and perfect understanding there may be selfish manufacturers who will continue to pay starvation wages and insist on long, unreasonable hours, thus ruining the whole program. The leaders in the macaroni industry hope that this will not be true to any extent and President Roosevelt has very pointedly stated that never again will the small insignificant minority in any line of business be permitted to stifle and destroy the business of the fair and well intentioned majority.

The members of the National Association have voluntarily done their duty and are rightfully entitled to President Roosevelt's badge of honor announcing to the world that—"WE DO OUR PART!"

# Macaroni Educational Section

By BENJAMIN R. JACOBS Washington Representative

The Federal States Department of Agriculture has ruled that all MACARONI PRODUCTS are made in the form of NOODLES and containing less than 3 3/4% of fat and 11% of protein shall be plainly and conspicuously labeled "IMITATION EGG NOODLES" and further that the label shall bear a star next to the word that the product contains LESS than 3 3/4% of egg solids. The ruling follows:

United States Department of Agriculture, Food and Drug Administration, Washington, D. C.

This is to acknowledge receipt of your letter of May 27 concerning certain labeling of macaroni products containing egg solids but less than 3 3/4% specified in the 1937 act.

The new definition for plain noodle you will note describes a product made without any egg content whatever. It is a whole egg or egg solids added to such a product in less amount than 3 3/4% of its dry weight. The product is neither a standard egg noodle nor a plain noodle within the meaning and obviously a special form of labeling is required. In determining the character of this labeling this Department takes cognizance of the more or less common practice on the part of such manufacturers to mark a product with a small amount of egg or whole egg or egg solids in the label and state on the label that these are plain noodles containing egg. It is some instances it is true that the percentage of egg is stated. Since the consumer is not always aware of the minimum content of egg in egg noodles on the basis of egg solids in such type of labeling may mislead and deceive. It has also been noted that even a small percentage of egg or egg solids added to a product will

impart a distinct yellow color simulating a genuine egg noodle. Accordingly, it is the opinion of this administration that the only type of labeling for noodles containing less than 3 3/4% egg solids is one which bears plainly and conspicuously the legend "Imitation Egg Noodles". The label should also contain some such phrase as "Contains less than 3 3/4% egg solids" in order that the consumer may know when the product deceives its imitation character.

Very truly yours,  
W. G. Campbell,  
Chief

The following communication was received from the Reconstruction Finance Corporation regarding loans to certain farmers to pay their stock taxes. Application should be made to the Bureau of Internal Revenue since the order of postponement. This should then be forwarded with application to a loan is directed to the most accessible local agency of the R. F. C. The order of postponement is good for 90 days.

Reconstruction Finance Corporation, Washington

July 17, 1933

Your esteemed letter making inquiries about when and how loans under subdivision (c) of Section 204 of Title I of the Agricultural Adjustment Act may possibly be obtainable is answered as follows:

In order that the payment of the tax may not impose any immediate financial burden upon a processor or distributor, the Act provides that any tax due or payable is subject to the tax shall be eligible for loans from the Reconstruction Finance Corporation. Application for any such loan should be made to the most accessible local Agency

of the Reconstruction Finance Corporation and not to the Commission of Internal Revenue or to any collector of internal revenue. The timing of a loan from the Reconstruction Finance Corporation shall not be a condition for payment of the tax.

The loan is granted only if the processor or distributor has obtained a certain order or progress from the Secretary of the Department of proceeds of the loan made directly by the Reconstruction Finance Corporation to the Treasury account of the processor, similar to that provided by the Treasury of the United States, and if the tax is paid directly by the processor and applied to the tax lien.

The fact that application for a loan is made eligible does not mean that all of them are granted. These favorable loans will be subject to such conditions Reconstruction Finance Corporation deem essential or desirable and adequately secured.

Very truly yours,  
William C. Fitts,  
Special Counsel

## Pillsbury Heads Park Board

A. T. Pillsbury, treasurer of the Pillsbury Flour Mills company of Minneapolis, Minn., has been honored by the city of Minneapolis as its president for the year 1933-34. The honor was by unanimous vote and was a proper recognition of his deep and interest in the activities of the organization that has made the city of Minneapolis outstanding.

# Regional Organization of National Association

extend the scope of the National Macaroni Manufacturers' association so enable it to fully represent the industry and at the same time to localities a certain amount of self-government. The National Association of Macaroni Manufacturers, Inc., 1100 Broadway, New York, N. Y., is the national organization on a geographical basis, providing the most important centers of production.

provided in the plan for organization and control of the macaroni industry throughout the National Macaroni Manufacturers' association in the United States and included in the revised constitution and by-laws of the National Association of Macaroni Manufacturers, Inc., adopted at the annual meeting in Chicago, Aug. 23-24, 1932, regions within the following limits the principal manufacturing centers were named:

1. Boston to include Maine, New Hampshire, Vermont, Massachusetts, Rhode Island.
2. New York to include all of northern and western New York state, south of Albany and that part of New Jersey lying north of Trenton.
3. Philadelphia to include the whole of New Jersey, eastern Pennsylvania, all of Delaware, western Maryland and all of Virginia and District of Columbia.
4. Pittsburgh to include all of West Virginia, western half of Pennsylvania and Maryland and all of the District of Columbia.
5. Rochester to include all of New York north and west of Albany.
6. Chicago to include all of Illinois, Michigan, Indiana, Ohio, Wisconsin, Minnesota, North and South Dakota.
7. St. Louis to include all of Missouri, Iowa, and all of Kentucky, Arkansas, Mississippi, Kansas, Nebraska and Colorado.
8. New Orleans to include all of Louisiana, Mississippi, Alabama, Georgia, North and South Carolina.
9. Dallas to include all of Texas, Oklahoma and Texas.
10. Los Angeles to include all of California and all of Arizona.
11. San Francisco to include all of California, all of Nevada, and Utah.
12. Seattle to include all of Washington, Oregon, Idaho, Montana and Wyoming.

In the scope prescribed by the plan regional groups to be organized to represent all manufacturers whose factories are situated therein. Any persons manufacturing macaroni products in such regions, whether or not members of the association, shall be governed by the agreement and code and the regulations prescribed therein when and as approved by the President of United States

Macaroni Manufacturers' association. The plan for organization and control of the macaroni industry throughout the National Macaroni Manufacturers' association in the United States and included in the revised constitution and by-laws of the National Association of Macaroni Manufacturers, Inc., adopted at the annual meeting in Chicago, Aug. 23-24, 1932, regions within the following limits the principal manufacturing centers were named:

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5. Rochester to include all of New York north and west of Albany.
6. Chicago to include all of Illinois, Michigan, Indiana, Ohio, Wisconsin, Minnesota, North and South Dakota.
7. St. Louis to include all of Missouri, Iowa, and all of Kentucky, Arkansas, Mississippi, Kansas, Nebraska and Colorado.
8. New Orleans to include all of Louisiana, Mississippi, Alabama, Georgia, North and South Carolina.
9. Dallas to include all of Texas, Oklahoma and Texas.
10. Los Angeles to include all of California and all of Arizona.
11. San Francisco to include all of California, all of Nevada, and Utah.
12. Seattle to include all of Washington, Oregon, Idaho, Montana and Wyoming.

## A Progressive, Representative Organization

The National Association of Macaroni Manufacturers, Inc., is a progressive, representative organization of the macaroni industry in the United States. It is the only national organization of its kind and it is the only one that represents the interests of the entire industry. The association was organized in 1911 and has since that time been working for the betterment of the industry and the welfare of the consumer. It has succeeded in securing the passage of laws that protect the consumer and the industry alike. It has also succeeded in securing the passage of laws that protect the industry from unfair competition. The association is a progressive, representative organization and it is the only one of its kind in the United States.



80TH ANNUAL CONVENTION

# Secrets of Successful Trade Marking

By Waldon Faircett

Written Expressly for The Macaroni Journal

## Making a Virtue of Name Necessity

As luck has it the one proposition that is wholly and distinctly new in the program for the revision and extension of the Federal Food and Drugs act has the most significance for the macaroni industry. With many of the contemplated reforms, say the scheme to outlaw slack filled and deceptive packages, the trade has been familiar in anticipation. The effect in practical application has been more or less discounted. Not so the new injection of compulsory signature-of-goods. Yet this last comes "close to home."

The fresh obligation laid upon marketers of macaroni is found in paragraph "b" of Sec. 6 of the new bill, that division being the section of the proposed redraft which deals in general with "Misbranding." It is stipulated by language new to this species of legislation that a food shall be deemed to be misbranded, if in package form, and it fails to bear a label containing in addition to the heretofore required statement of the quantity of contents, "the name and place of business of the manufacturer, packer, seller or distributor." This provision if approved will put an end to "orphan" and anonymous packages.

To get the background for the new scene before inquiring into the effect of the new exaction, it is well to examine the causes or inspiration of the advocated enlargement of the scope of

the national "Pure Food" act. There is, I find, a very considerable amount of suspicion in food manufacturing circles that the plot to insist upon disclosure of origin or ownership is the outgrowth of the stampede to private branding and the resultant conditions. Wrong guess! The "own label" trend has had slight influence if any upon the current development.

The theory that proxy branding is to blame for new teeth in the food law harks back to that incident of long ago when groups of smaller canners on the Pacific coast, peeved because private brand owners were insistent upon hogging publicity, induced their representative in Congress to introduce what was then known as the Packers-Name-on-Label bill. Nothing came of that gesture and the incident passed as a flash in the pan.

Untraceable to that early thrust, if current agitation has sprung from a considerable sentiment in business circles and among champions of the public good that it is unwise to allow any packaged food items to go to market wholly unauthenticated, with no confessed sponsorship whereby the consumer may register either his satisfaction or dissatisfaction. There is involved no challenge to private brands as such, provided somebody will openly father the brand. Indeed it will be observed that in the tentative bill, as drawn it is specifically stated that the re-

quired signature may be that of either manufacturer or packer or a seller or distributor.

For members of the trade it is especially significant that much of the urge of obligatory name disclosure has come from professional "reformers" and laymen but from within the trade. During the hearings which were held at the Department of Agriculture with representatives of the food industries prior to the drafting of the bill the suggestion was made not once but several times that all goods be required to make, on the package, confession of authorship or ownership. As an amicus there was, partly, the consideration that when nobody stands behind goods there are difficulties of adjustment or redress that tend to create consumer illwill which reflects upon food suppliers in general. Just more potent though, was the feeling in the trade that freedom of distribution for anonymous foods tends to encourage the marketing by irresponsible parties of goods of questionable or inferior quality. The result is ill repute, suspicion, and that rebounds against food industries as a whole. So it is a case of "No please" or pay a penalty under the N. Deal.

With so many of the best minds of the trade heartily in favor of Federal insistence upon the marketer's signature all hands will probably agree that

### Directors Whose Terms Expire in 1934



G. LA MARCA  
Prince Macaroni Mfg. Co., Boston, Mass.



W. F. VILLAUME  
Minnesota Mac. Co., St. Paul, Minn.



R. V. GOLDEN  
West Va. Mac. Co., Clarksburg, W. Va.



F. A. GHIGLIONE  
A. F. Ghiglione & Sons, Seattle, Wash.

March 15, 1934

THE MACARONI JOURNAL



**Gold Medal Semolina**  
"Press-tested"



new departure in the food law is not to be treated as an unmixed misfortune. But even if a macaroni captain be at heart unreconciled to this new kink, yet is it no more than good business for him to make the best of his bargain. By all the probabilities this supplementary requirement in labeling will be imposed later if not sooner. Therefore it is the cue of the seller to make a virtue of the name necessity.

The first compensation or consolation which will strike the macaroni marketer when he stops to think out the situation, is that it is not a bad idea in an age of multiplying competition, to have a surname or corporate name on the package, just as a reinforcement of the trade mark or trade names. It is, after all, risky to pin good will faith wholly to a brand name or symbol even if that trade mark is transcendently familiar to the trade and to the public. No brand name however strongly entrenched is immune from risk of "trade confusion." Sometimes it seems as though the very fame of a trade mark attracts neighbors that open the doors to substitution.

Aside from brazen imitators, a successful brand name has to take its chances with unconscious or unintentional "shadows" and "trailers" that with no malice aforethought come too close for comfort to the pioneer. If a marketer is relying for identification and consumer recognition solely upon his precious trade mark his eggs are, figuratively speaking, all in one basket. Frankly, Uncle Sam may be doing that trusting marketer a good turn if he requires him to display in conjunction with his trade mark on the package a sign of ownership that may serve to attest that the prior brand is the genuine and the original, if it is surrounded by alternative versions of the same brand idea similar enough to cause mistakes. To illustrate, let us say that it is vastly better for the public to be made acquainted with "John Jones' Star Brand" than to be guided in its buying by "Star" standing alone.

The compulsory autographing of packages may also well prove a blessing in disguise if it is indirectly the means of inducing a macaroni marketer to put a "personality" behind his trade mark. The "personality" may be individual or corporate but the very association with a cited geographical location will help to give it reality. While we grant the utmost in sales momentum to a trusted trade mark we cannot blink the fact that a certain proportion of folks up and down the land covet a feeling of closer intimacy to a habitual source of supply than is possible via a fanciful mark or coined name. They like to think of every market connection in terms of human beings. And so, even if these companionable souls are never to visit a macaroni plant or meet face to face any executive in the macaroni industry, their loyalty to a brand is the better insured if the trade mark is backed by a personality or individualistic character that finds expression in a name whose owner or owners may be visualized in imagination.

While private branding, as we have shown, had little or nothing to do with the projected new twist to the Federal Food act it will unquestionably come to pass that the new deal will influence private branding practice. Take to begin with, the situation of those wholesalers and retailers who for purposes of competition or price control have desired to have their pet brands at the beck and call but who have not seen fit to come into the open as godfathers. These operators want the security of exclusive "specials" but they would prefer to sidestep some of the responsibilities that attach to open liability for goods packed by proxy. Now comes the question of what these distributors will do when compelled either to forego their private brands or else make a declaration of full responsibility for the quality and condition of the wares.

Turning in the opposite direction, it will be interesting to observe the effect of the new code upon private-branders-

to-the-trade and upon national brands who dispose of surplus under private brands. Some of the supply houses have no particular ambition to shine as sponsors. Some of the producers of standard goods would much prefer not to black the fact that they have to invoke dummy brands to get rid of an overplus of production. But there is a third contingent of producers who would like to have credit for their part in a dualty of production and marketing; it remains to be seen how these 3 groups of thought will reconcile their interests to the new conditions. It may be emphasized in this connection that Uncle Sam has no thought of restricting the name plate to a single concern in the case of each item. It will be entirely permissible to mount on the package the names of both manufacturer and distributor; or a hyphenated signature by the sharing cooperators. It remains only for each factor in the macaroni industry to determine how he may benefit by more-publicity-on-the-package.

#### Why a Colored Package

Package manufacturers recognize the need of an attractive protective package or carton to properly advertise its contents and to deliver the contents in the best possible shape to customers. However, they also fear the effects on their business of a trend in some sections to use colored wrappings with the sole thought of making the contents appear to be of a better grade than they really are, even to simulate superior products. "The news of the month," says Modern Packaging, "has brought another and sharply contrasting aspect of the color complex, one that will do much more harm than good if not controlled. Self policing industry is raising the question whether certain classes of colored wraps are open to criticism as operating to deceive purchasers at retail regarding the character or appearance of the content. The most interesting example of this

packaging conscience at work on this issue is to be found in the field of egg noodles. Certain manufacturers have wrapped consumer units of egg noodles in amber colored transparent wrappers. So far as known they are within their legal rights, at least in most of the states. But the trade itself, solicitous of its good name is collectively considering the propriety of this pattern for packaging, fearful lest the effect be to intensify the egg color will allow inferior noodles to be mistaken for the high grade product with its naturally rich color.

"The egg noodle manufacturer has a perfect right to use any color of package, even of wrapper, but when he chooses deliberately to use a gaudy, egg hued wrapper he leaves himself open to suspicion that he has chosen that color only to make his noodles appear to the buyer as having perhaps more egg content than is actually so. If that is his intent he deliberately misrepresents his goods to the buyers and may be liable under the Federal and state food laws. Manufacturers are closely watching the action of officials in policing this phase of food regulations."

#### Spaghetti Tempts American Palate

Italy and spaghetti are synonymous in many American minds, and when such spaghetti as this is served the reputation of Italy as a source of delicious foods is enhanced. There are other versions of this savory dish—but few more tempting. The first step in the preparation of this dish is the slow, careful cooking of the sauce.

##### Spaghetti Sauce for Four

One and one-half pounds of round steak, ground medium fine and browned

in butter until every particle of the meat is separated but not too deeply browned. Over this is poured the strained contents of one large can of tomatoes and 2 cups of water. Add 2 cloves of garlic and one leaf of mace. Salt and pepper to taste. Bring to a boil and then turn down the flame to its lowest possible point. Cook the sauce from 7 to 6 hours, stir occasionally and add water as needed to keep the sauce moderately thin. One half hour before serving, add 2 table-spoons of grated Italian or strong domestic cheese.

About three quarters of an hour before serving, cook the contents of one box of spaghetti. The spaghetti must be immersed in rapidly boiling salted water. When tender, drain and rinse with cold water. Place in the serving dish and blend with the sauce. Serve with bowls of grated cheese.

##### Italian Dinner

To complete a real tasty and satisfying "Italian Dinner" all that is necessary is a little salad, some well baked bread and some tart dessert. For this purpose serve a salad made of lettuce tossed in a bowl with garlic dressing.

This dressing is made by mixing two-thirds cup of salad oil with one-third cup vinegar or lemon juice, add one crushed clove of garlic, one teaspoon dry mustard, 2 teaspoons sugar, salt and pepper. Let the garlic stand in the dressing one hour before serving. Remove and beat dressing and add to torn lettuce. Toss with salad knife and fork until every leaf glistens. Serve from the salad bowl at the table.

Crusty bread, partially sliced, but served in the loaf so that pieces may be broken from it, complete the first course. The dessert should consist of fruit or some very tart ice such as lemon or pine apple.

Forgive others often; yourself, never

#### Pretzels by Noodle Expert

Half a million thin, crisp salty pretzels a day is the capacity of a new pretzel oven installed by the F. F. Klem Noodle Company, Chicago. It is the largest and most modern equipment for making pretzels west of the Alleghenies, a fine piece of engineering which looks as though it belonged in a steel mill than a pretzel factory. And it has most valuable wheels and gages than a locomotive engineer could understand.

The new oven is of special design, nearly half a city block in length. A high speed crew of 16 men, 1 pretzel bender each will make 28 pretzels a minute, "see this Molo!" The doughy pretzels enter the oven at one end on a traveling belt and emerge perfectly baked, glazed and salted, ready for the packers from the other end.

The advent of beer was a happy accident in the development of the sale of Mrs. Klem's Buttered Pretzels. So rapidly has sales grown that in the summer of 1932 engineers began development work on the equipment and 9 months were required for its completion. By that time beer was here and carload orders for Mrs. Klem's Pretzels were being refused because of lack of capacity. The new oven with its tremendous capacity has been installed in the nick of time.

#### Appoints Advertising Agency

The Rossotti Lithographing Company, Inc., 121 Varick st., New York city, announces appointment of Shields and Vanden Inc., of Chicago as its advertising agency. The firm specializes in the printing of labels and cartons, giving special attention to the needs of the macaroni and noodle manufacturing trade. Charles E. Rossotti will have charge of all the publicity of the firm.

#### Directors Whose Terms Expire in 1935



G. G. HOSKINS, President  
Foulds Milling Co., Libertyville,  
Ill.



L. S. VAGNINO, V. P.  
American Beauty Mac. Co., St.  
Louis, Mo.



WM. CULMAN  
The Atlantic Mac. Co., Long  
Island City, N. Y.



JOS. FRESCHI  
Mound City Mac. Co., St. Louis,  
Mo.

#### New Directors Whose Terms Expire in 1936



JOHN V. CANEPA  
John B. Canepa Co., Chicago,  
Ill.



G. GUERRISI  
Keystone Mac. Mfg. Co., Lebanon,  
Pa.



VAL. GIATTI  
DeMartini Mac. Co.,  
Brooklyn, N. Y.



EDW. Z. VERMYLEN  
A. Zerega's Sons, Inc., Brook-  
lyn, N. Y.

**Regional Organization**

*(Continued from page 7)*

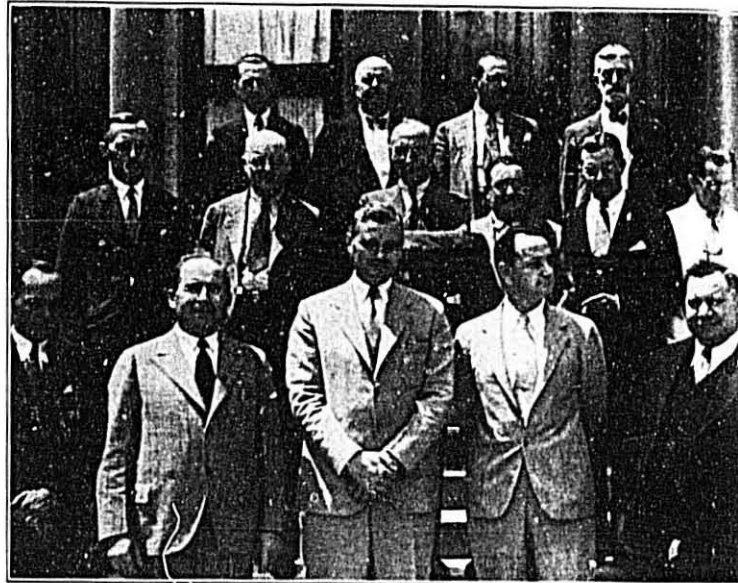
and an active membership committee was named which has since enrolled practically every manufacturing firm in that region. Last reports show 19 National association members.

The district of which Boston was named the center chose to meet at Providence and that district was the fifth in order of organization, the meeting having been held June 30 with practically all of the Massachusetts and Rhode Island firms in attendance. The organization work was supervised by Director G. La Marca aided by Dr. B. R. Jacobs. G. D. Del Rossi of G. D. Del Rossi Co., Providence, R. I. was elected Regional Chairman and G. R. Perrone of the Bristol Macaroni Co., Bristol, R. I. as Regional Secretary. Practically every nonmember in the district has since enrolled as a member of the National association, the membership on Aug. 5 totaling 20. Subsequent meetings in Providence were held July 7 and 19.

The Chicago district was organized July 6, 1933 with President G. G. Hoskins, Director John V. Canepa, and Secretary M. J. Donna assisting in the organization work. Twenty-four firms, all members of the National association attended the opening meeting as did several nonmember firms whose applications were received and later enrolled. R. B. Brown of Fortune-Zerega company, Chicago, was elected Regional Chairman and Frank Traficanti of Traficanti Brothers, Chicago, Regional Secretary. This district now comprises 27 member firms.

The New Orleans group was organized at a special meeting in New Orleans Aug. 8, under direction of Leon G. Tujague of National Food Products company, New Orleans. Representatives of member firms from Louisiana and Alabama were in attendance. All nonmember firms in the region were invited to join the National association and support its program. Mr. Tujague was elected Regional Chairman and R. Taormina of Taormina Bros., New Orleans, was elected Regional Secretary.

**1933-34 Directors and Officers  
National Macaroni Manufacturers Association**



Top row, left to right—F. A. Ghiglione, Director, M. J. Donna, Secretary-Treasurer, V. Giatti, Director, William Culman, Director.  
Middle row—E. Z. Vermylen, Director, R. V. Golden, Director, Joseph Freschi, Director, G. LaMarca, Director, Walter Villaume, Director, B. R. Jacobs, Representative.  
Bottom row—Alfonse Gioia, Adviser, G. G. Hoskins, President, L. S. Vagnino, Vice President, G. Guerrisi, Director.

Director Frank A. Ghiglione of A. F. Ghiglione and Sons, Seattle, Wash. reports that the Pacific northwest has been organized but no report of the organization meeting has yet been forwarded to the secretary's office. Mr. Ghiglione was elected Regional Chairman and H. C. Hank of Seattle, secretary of the Washington club was named Regional Secretary. This group has enrolled practically every important manufacturing firm in Washington and Oregon as members of the National association.

The Rochester regional organization

was also completed in Rochester, N. Y. Aug. 12 under direction of Adviser Alfonso Gioia aided by Dr. B. R. Jacobs. The Texas group met in Dallas on Aug. 12 to form the Dallas group being organized under direction of Director Joseph Freschi of St. Louis. As yet organizations have not been completed in the Los Angeles and San Francisco regions although representatives from California in attendance at the directors meeting in Chicago, Aug. 2, have promised to give that duty their immediate attention.



**ALFONSO GIOIA, Adviser**  
A. Gioia & Bro., Rochester, N. Y.



**B. R. JACOBS, Representative**  
2026 "Eye" St. N. W., Washington, D. C.



**M. J. DONNA, Secy-treas.**  
P. O. Drawer No. 1, Braidwood, Ill.

THE GOLDEN TOUCH

# King Midas Semolina

On the quality and flavor of the macaroni you produce, depends the business that you will do -- a semolina that is always dependable, is the only kind on which you can successfully build your business.



**King Midas Mill Co.**

MINNEAPOLIS, MINNESOTA



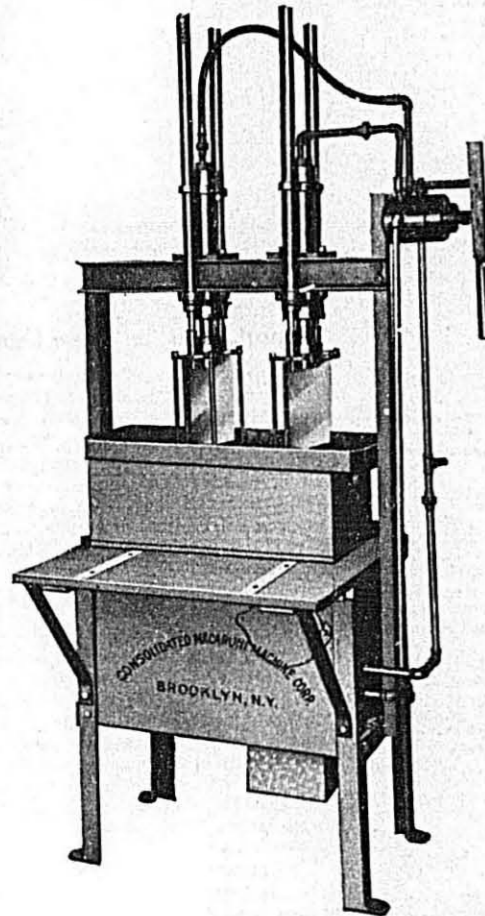


## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.  
I. DeFrancisci & Son

*Designers and Builders of High Grade Macaroni Machinery*



CUTTER FOR PACKAGE MACARONI

Are your manufacturing costs as low as they should be? If not, you are probably using machines which should have been consigned to the junk heap long ago. To meet competition, your equipment must be modern and up to date. Now is the time to make that change. Let us figure on your needs.

**HYDRAULIC PRESSES**

**DOUGH KNEADERS**

**DOUGH MIXERS**

**DRYING MACHINES**

**MACARONI CUTTERS**

**DIE CLEANERS**

Again we come to the front with Something New, Something Different, Something Better. Introducing to the trade the Consolidated Preliminary Drying Machine and the Consolidated Hydraulic Cutter for Package Spaghetti and Macaroni. Both illustrated herewith. Send for descriptive matter.

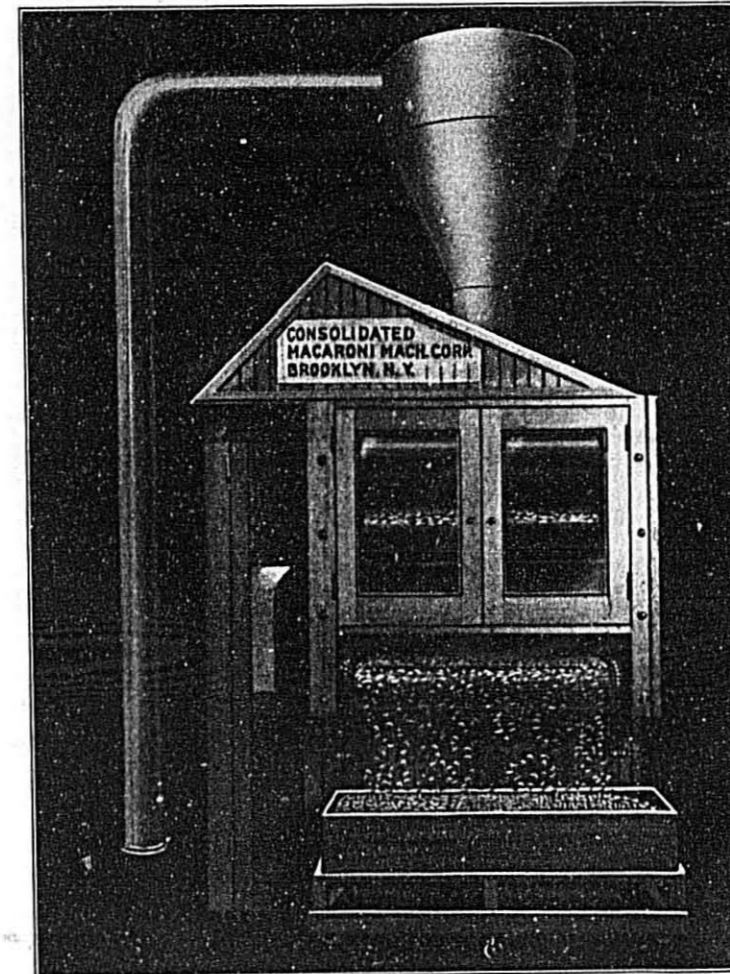
156-166 Sixth Street **BROOKLYN, N. Y., U.S.A.** 159-171 Seventh Street  
Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.  
I. DeFrancisci & Son

*Designers and Builders of High Grade Macaroni Machinery*



PRELIMINARY DRYING MACHINE FOR SHORT CUT MACARONI

The Consolidated Macaroni Machine Corporation, as its name implies, devotes its entire time and energy exclusively to the designing and construction of Alimentary Paste Machinery. Its personnel has grown up with the Macaroni industry. It has specialized in this line for the past 25 years and during that period has originated and introduced many features of importance to the industry. In the future, as in the past, it will continue to lead and to live up to its motto—

**“We Do Not Build All the Macaroni Machinery, But We Build the Best”**

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

## Price Advertising Pays

After making a series of tests with many products and carefully checking results from every angle the National Broadcasting company concludes that radio advertising on "price tagged" products is one of the most profitable forms of publicity. In a release last month, the radio agency made public a test that was carried on last year with the Great Atlantic & Pacific Tea company, in which it was found that as a direct result of radio advertising the average sales of grocery products had increased 173%.

Survey after survey has been made to determine radio listeners' buying habits, preferences for certain radio advertised brands and the like. But to date no survey had ever been attempted at the point of sale. Now that has been done. Between May and November 1932, the A & P checked actual sales on products "price tagged" on the air and on products mentioned by name but not by price

on NBC programs. The tests were conducted under 2 major headings. The first to determine what sales increases might result by using announcements dealing only with names of the products; the second to determine what sales increases might result from mentioning the name plus the price of a product.

All increases were based on sales during the week in which each product was featured on the air, compared with the average sales for the previous six weeks in each case. Each product was featured in turn in order that accurate measure of radio's effectiveness might be taken on each item.

14,000 stores cooperated in the test of whether or not it pays to quote prices in NBC broadcast advertising. The answer was an emphatic YES for 11 different grocery commodities, from beans to sardines.

With 14,800 stores reporting on the

test the sale of Encore Macaroni for instance increased 151%. The smallest increase in the 11 products under test was shown by coffee which increased only 14%. The largest increase was reported in the sale of Sparkle Gelatine—222%.

The chain store found that in over 14,000 of its stores the average weekly sales of commodities for which prices had been mentioned over NBC stations increased 173%; for those items mentioned by name without price the increase was only 29%. Another fact brought out by the study was that during each week of the radio test an average of 251,816 additional "customer sales" were recorded; a customer sale representing one or more complete purchases by one customer. The tests made by these agencies are interesting to all advertisers and developed the surprising fact that "price tagging" of food products has a favorable effect on the sale of radio advertised brands.

## "I'm Through With Being Depressed"

"For the past 3 years I have lived a horrible life. There has been nothing the matter with me except that I have been scared stiff. After 3 years of fright, during which none of the things I was afraid of happened, it is high time I changed and began to live like a normal human being once more.

"My salary was cut, yes, but it really wasn't very serious, and I can certainly still live pretty well, and a lot better than I have been living lately.

"I propose to start living here and now—today!

"In my closet there are 2 business suits. One is too badly worn for any man in my position to wear at all. It will go to some one who really needs it. The other I can wear when I do odd jobs around the house. I'm going to buy 2 new suits and wear them on alternate days, for that's the way to get the best wear out of them. I'm going to buy an overcoat and a hat too.

"My shirts have fringes on the cuffs. My underwear is patched, and my darned socks are ugly and uncomfortable. My shoes have been half-soled, and the uppers are cracked. I am buying an entire new outfit, and my old things are going where they will do some real good. I'm going to stop being ashamed of my appearance.

"My wife needs dresses, underwear, shoes, hats, gloves. I've given her the cash to buy them with. 'Get everything you need,' I told her, 'nothing more and nothing less!'

"The living room rug is a sight. Out it goes, and in comes a new one. The sofa needs repairs and recovering. It's going to be done. We need new curtains, new napkins, new towels, even new sheets. Did you ever sleep on patched sheets? Never again!

"My old automobile has 56,000 miles on it, and the best you can say for it is it still runs. The paint is dull and chipped, the nickel is rusty, the upholstery stained and worn threadbare, and there are enough rattles and squeaks to amuse all the babies from now to kingdom come. Every few hundred miles some annoying little repair costs me from 50 cents to \$5. It nearly burnt up one night because the insulation had worn off a wire, causing a short circuit. I'm going to buy a new car because I need it and want it and because I can afford it.

"My old radio still works but I know that during the past 3 years there have been big improvements. The new radios sound a lot better, look better, are easier to work and they give you more stations. There's a new radio coming to our house.

"I'm going to buy the books I have been wanting to read. I'm going to see the shows I want to see. I'm going to buy everything I need and can really afford.

"And I'm going to contribute generously to the unemployed, because like most Americans I want to help people in distress.

"It all comes down to this—I am going to live the kind of life I am entitled

to lead. In living that life I am aiding others directly and indirectly, to live their own lives by helping to provide them with the money and work they need.

"I'm through with being depressed in body and soul. From now on, see my smile and Watch My Dust!" (Signed) John W. S.—*The Voluntary Chain Magazine*.

### Rural U. S. Big Food Market

Thirty-one per cent of the entire grocery and meat business of the United States in 1929—a \$2,630,420,000 volume—was done by the grocery and meat stores in the rural areas and in towns with less than 10,000 population, according to a just published book by Professor Charles D. Bohannon.

Prof. Bohannon's work—the author is in charge of census work on agricultural and rural distribution—is "Analyzing the Small City and Rural Market Area," reports the Washington bureau of the Food Field Reporter.

The study also shows that in 1929 the general stores in the rural sections did an annual business of \$2,510,008,000—a generous slice of which was groceries. Only 4 other types of stores do more business. They are grocery stores, grocery stores with meat departments, department stores, and automobile sales and service stations.

The extent of the country market area is indicated by the fact that, of the 3072 counties in the United States, 2457 or 80%, contain no city as large as 10,000 population; and in nearly half of the 615 counties which do have cities of over 10,000 population, over 50% of the population lives outside of the cities.

He gives twice who gives quickly.

August 15, 1933

THE MACARONI JOURNAL

19

### Durum Prospects Poor

With the stock of carryover durum wheat much lower than usual at this time of the year and with predictions that the 1933 durum wheat crop will be the lowest on record, indications now are that the supply will be inadequate for the needs of the macaroni industry. That is the conclusion of millers and macaroni men after studying the report of the U. S. Bureau of Agricultural Economics issued in July.

"A domestic durum crop of only 17,576,000 bus. was in prospect at the first of July, or the smallest outturn since official records first became available in 1919," the report says. "The previous record low outturn occurred in 1931, when only 20,712,000 bus. were harvested. In 1931, however, the short crop was supplemented by a fairly large carryover estimated at 27,000,000 bus., so that the total domestic supply of nearly 48,000,000 bus. was sufficient for domestic needs and to provide a small surplus for export. For the current season preliminary estimates indicate a carryover of only around 7,000,000 bus. and total supplies of only about 25,000,000 bus.

### Below Normal Domestic Needs

Mill grindings during recent years have provided an outlet for from 13,000,000 to 15,000,000 bus. of durum wheat, while seed requirements have ranged from 4,000,000 to 9,000,000 bus. Mill requirements are normally filled from the

best quality of the market offerings. Allowing for the usual distribution of the total crop into the various subclasses, prospective supplies of durum suitable for milling are below normal domestic needs this season.

"Mill grindings of durum wheat have decreased during the past few years with the falling off in the export trade of durum wheat products. Data are not yet available for the grindings during the first half-year, June through December 1932, totaled only 6,110,000 bus. and were around 1,200,000 bus. under those of the corresponding period a year earlier. During the past calendar year only one firm reported any exports of durum wheat flour or semolina and data accordingly were not published. Since production of semolina and durum wheat flour was smaller than the quantity retained for domestic consumption during any corresponding period it appears that stocks have been reduced or that domestic consumption has decreased.

"In foreign countries short crops are in prospect in North Africa and Italy, the most important producing regions outside of Russia, but fairly large supplies of old grain will supplement the short outturns of the current year. Maintenance of trade barriers, including milling quotas and high tariffs, is tending to restrict the international movement.

The only one who should put faith in a rabbit's foot is the rabbit.

### \$90,000,000 to Wheat Farmers

Out of the 30c per bushel tax on durum and other wheats an initial wheat adjustment payment of approximately \$90,000,000 will be immediately available to wheat growers under the plan of the Agriculture Adjustment administration, as announced last month by Secretary of Agriculture Wallace.

He estimated that the taxable consumption of wheat in the United States for the next year would be approximately 460,000,000 bus. and decided to offer farmers contracts providing for an initial payment of 20c a bushel and a final payment of not less than 8c and not more than 10c. The 2c reserved is to take care of any contingency, such as opening of new markets for export.

On the estimated production of 460,000,000 bus. the 30c a bushel tax would yield about \$138,000,000. Payments to farmers are to be based on an allotment computed at 54% of the average production of farmers for the last 5 years.

It's true that a lot of highway accidents are caused by the wife in the back seat, but don't forget the sweetheart in the front seat also causes a lot of smashups.

### TIMES DO CHANGE

"Business men used to kiss their stenographers only after hours; now it's the work of a few minutes."

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

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

They know Commander Superior Semolina is dependable.

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



COMMANDER MILLING CO.  
Minneapolis, Minnesota

You  
COMMAND  
the Best  
When You  
DEMAND



### An Ideal Toastmaster

The highlight of the 1933 convention-entertainment was easily the charming, the wit and the ability shown by the versatile vice president of the National Association who most ably served as toastmaster at the macaroni makers' World I at dinner and entertainment at the Edgewater Beach hotel the evening of June 20, 1933.

I. S. Vagnino was an ideal toastmaster. He knew his program and he knew how to introduce everyone there in a manner that shined each in the best light.

He chose for his theme the beautiful song "Happy Days Are Here Again," which he asked the orchestra to play and the audience to sing as the opening "toccata" of a delightful evening.

He then introduced with well chosen remarks the various officers and employees of the Association, each being accorded earned and deserved applause. So nicely were the several introductions made that it would be unfair to speak of giving them deserved publicity as an expression of the high regard in which they, collectively and individually, are held by those whom they aim to serve. They read this:

#### HAPPY DAYS ARE HERE AGAIN

This large gathering of men and women with beaming countenances seemed gratifying because it reflected a happy state of mind. Indeed, we have reason to be happy because we are all gathered here this evening in the same hall and their families, following and other as friendly competitors in the same common pursuit and exchanging greetings and congratulations in the true spirit of comradeship.

To be connected with and a part of an association such as this is a good thing.

time, for it is an institution with a great future. It is like a tree whose roots are so firmly planted in the soil of industry and integrity that the growth has been upright and strong. The widespread branches are covered with fruit which we are privileged to gather.

We are also happy to welcome members of our allied industries and their families in whose presence we feel deeply honored. They have come here to manifest their sincere interest in our problems in rendering helpful cooperation toward the advancement of our industry. Year after year they have been with us and I am sure I know the sentiments of the entire Association in expressing to each one our sincere appreciation.

#### FRANK TRAFICANTE, CHAIRMAN, ARRANGEMENTS COMMITTEE

The credit for the splendid arrangements of this dining room coupled with the fine entertainment that has been provided for our guests must go to the Arrangements Committee, headed by our friend and member, Frank Traficante. No one can deny that they have worked diligently and faithfully in our behalf. We are indeed glad to show our appreciation to him and his committee for their untiring efforts and work well done. I might add that an unusual and cleverly conceived "party" was held when a caterer from the hotel called up to him and asked that he cover the head number. His name has been applied in the attractive carding. Yes, and you may keep all the tips you get.

#### BOARD OF DIRECTORS

The little recognition is given to the men composing the governing body of

this Association, the Board of Directors and their activities. It is in the action is vested. To them devolves the failure or success in our undertakings. It would indeed be unjust if we accord our recognition and respect as justly due them. I want to take opportunity to present each member of the Board of Directors. As I can name please rise so that we can acknowledge our debt for the good services to this Association.

- 1. Frank Traficante, Chairman, Chicago, Ill.
- 2. A. J. Trause, Vice Chairman, Macaroni, N. Y.
- 3. M. J. Donnan, Secretary, Macaroni, N. Y.
- 4. J. V. Canepa, Treasurer, Macaroni, N. Y.
- 5. J. A. Canepa, Secretary, Macaroni, N. Y.
- 6. J. A. Canepa, Secretary, Macaroni, N. Y.
- 7. J. A. Canepa, Secretary, Macaroni, N. Y.
- 8. J. A. Canepa, Secretary, Macaroni, N. Y.
- 9. J. A. Canepa, Secretary, Macaroni, N. Y.
- 10. J. A. Canepa, Secretary, Macaroni, N. Y.

#### M. J. DONNAN

Now we come to the man who forms the greatest number of us, the President of this Association. In a measure he may be called the banner. He is the very Association activities. From him it is that the actual performance of affairs. He is presumed to see all things all about in any and every way on all occasions. He takes the weight of all criticism and assumes in a big way the responsibilities of the entire association, but seldom comes in for share of recognition and praise for well done. If we can lighten his burden with our kind word of encouragement and gentle in him a spark of enthusiasm, as not deny him this small token of appreciation. Let us all give him a hand of applause as a mark of our respect and respect for his sound judgment in the conduct of his duties. No person is more other than our own Secretary, Treasurer, M. J. Donnan.

#### B. R. JACOBS

We shall not overlook the all important work now being done in Washington over our faithful servant and comrade, B. R. Jacobs. To him goes a great deal of credit for the completion of our Trade Agreement and Code of Fair Competition. He is deserving of our praise and thanks. It is indeed a pleasure to extend to him our vote of that

#### ADVISER FRANK L. ZEREGA

That a valuable service is rendered to this Association by our former president giving us the benefits of his experience during the past year is often overlooked and forgotten. The adviser in this situation is an important adjunct to the Board of Directors and the Officers. I



The California Delegation, Mr. M. O. Tobriner, (at left), attorney for the Pacific Coast Macaroni Manufacturers, and Mr. A. Bertucci, (at right), of Pompei Macaroni Company, San Francisco, Secretary of the Pacific Coast Macaroni Manufacturers conferring with John V. Canepa, Chairman Statistical Committee on Macaroni Cost, at recent conference in Chicago. John V. Canepa, Director.

forget. I feel that our adviser should accord his due recognition in our association activities. We are indeed glad to have had the encouragement and warm counsel of our local past president, Frank L. Zerega.

#### ALFONSO GIOIA

Wonder how many of you are still well with vivid imagination the one which confronted our Association a year ago at our convention at Niagara Falls. It was the summer of 1932, all the dark clouds of gloom, uncertainty, apathy and desolation beared down. A small group of macaroni men gathered at Niagara Falls, the smallest place in our history. In extreme need of the atmosphere, there was not the slightest ray of hope on the horizon of attaining the desired end. On the second day, when it became necessary for the Directors to select a president for the ensuing year, it was no little task to pick a man who would be BRAVE enough to assume grave responsibilities of directing the course of this Association. With the persuasion and a great deal of urging to his high sense of duty, we finally obtained the consent of the man who has been at the helm of our Association the past year.

That he exceeded our modest expectations in carrying out the mandates of his fellow members in assuming extraordinary obligations attendant to that office for making personal sacrifices in the

building of our industry is a commendable feat. He has carried himself bravely through the darkest of seasons. He has been a true leader and a true friend. He has been a true friend and a true leader. He has been a true friend and a true leader.

#### GLEN HOSKINS

There is a glow of hope in the air, a glow of hope in the air, a glow of hope in the air. It is the glow of hope in the air, a glow of hope in the air. It is the glow of hope in the air, a glow of hope in the air.

Secondly speaking, in the evening of the day, the glow of hope in the air, a glow of hope in the air. It is the glow of hope in the air, a glow of hope in the air.

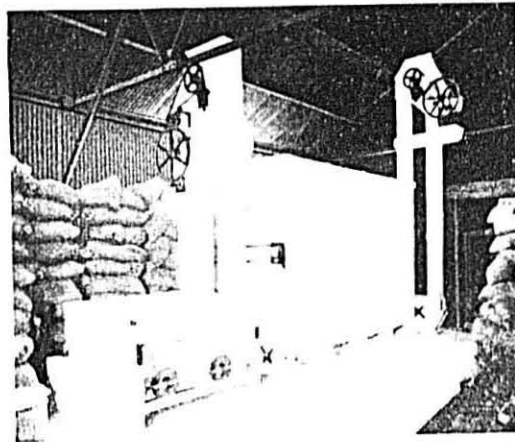
#### I. S. VAGNINO

The night is a glow of hope in the air, a glow of hope in the air. It is the glow of hope in the air, a glow of hope in the air. It is the glow of hope in the air, a glow of hope in the air.

#### Another Man

The night is a glow of hope in the air, a glow of hope in the air. It is the glow of hope in the air, a glow of hope in the air. It is the glow of hope in the air, a glow of hope in the air.

## Use CHAMPION Flour Outfits For Economical Blends



Now that the hot summer days are on the way it becomes increasingly important to thoroughly sift all your flour so as to keep all foreign materials, such as hair, dirt or hard particles out of it.

Champion Flour Outfits are specially designed to help you do this and also to assist in the making of highest quality products, because they eliminate all guesswork in accurately weighing and measuring your ingredients so as to insure a perfect blending of materials.

And best of all the Champion Flour Outfit operates efficiently at lowest cost. Let us tell you about it and about our monthly saving plan.

Write Today for full Particulars!

### CHAMPION MACHINERY CO., Joliet, Illinois

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets

New York, N. Y.

**Code Bureaus Coordination**

Administrators George N. Peck and Hugh S. Johnson stated that the President's executive order will facilitate the closest cooperation between the Agricultural Adjustment and the National Industrial Recovery administrations.

They said that in accordance with the executive order and to assure uniformity in the provisions of the National Industrial Recovery Act relating to codes of fair competition will be applicable to all industries including those covered by the Agricultural Adjustment Act.

As to those trades referred to in the executive order, codes of fair competition will be worked out by the Agricultural Adjustment Administration with approval of the Secretary of Agriculture except that those portions of such codes relating to hours of labor, rates of pay and other conditions of employment will be formulated in collaboration with the National Recovery Administration. All such codes of fair competition will be subject to approval by the President.

This does not mean that marketing agreements will not be made and if necessary, licenses issued under the A. A. A. under Section 8 of the Agricultural Adjustment Act with respect to those industries which are covered by the Section.

Cooperation between the two administrations is also assured because of a long standing personal relationship and a former official relationship when both were members of the war industries board.

**Domino Plant Busy**

Charles R. Jones, manager of the Domino Macaroni company plant in Springfield, Mo., reports a welcome im-

provement in the company's business, necessitating increase of about 20% in production during July over the June demands. An additional force had to be employed to take care of the increased output bringing the working staff past the 50 mark. In expectation of continued increased demand for his products, Mr. Jones is repairing old machines and installing new equipment. Plans are being made for the installation of new additional driving units in the early fall.

**Exports and Imports in May**

The international trade in macaroni products continues at a low ebb according to figures by the Bureau of Foreign and Domestic Commerce covering the trade during May 1953. American-made macaroni products in reduced quantities were exported to 34 countries as well as to the several possessions of the United States, while imports were restricted mostly to Italy and France.

**Exports**

During May 1953 there were exported 123,442 lbs. of macaroni, spaghetti and noodles with value of \$8,322. In April 1953 the exports totaled 143,159 lbs. worth \$8,659. The decrease in exports is noted when comparing the May total with the May 1952 exports which were 187,735 lbs. valued at \$89,547.

For the first 5 months of 1953 the exports totaled 757,967 lbs. with a value of \$49,995. In the first 5 months of 1952 we exported 1,526,032 lbs. worth \$105,072.

**Imports**

During 1953 there were imported 140,150 lbs. of macaroni, vermicelli, etc. in a case of \$9,521. In April 1953 the imports were 197,041 lbs. worth \$13,515 while in May 1952 the imports totaled 183,059 lbs. worth \$14,817. For the first 5 months of 1953 we imported 757,067

pounds worth \$49,995 as compared with 973,708 lbs. worth \$70,125 for the first five months of 1952.

The exports for May 1953 by country and quantities shipped there as follows:

Canada	1,258
Australia	32,000
U. S. Possessions	11,159
France	49
U. S. Virgin Islands	1,385
British West Indies	1,419
U. S. Samoa	1,119
Netherlands	21,809
Sweden	276
Spain	1,473
Portugal	261
Belgium	279
France (incl. U. S.)	77
U. S. Virgin Islands (W. Ind. C. Is.)	4,248
U. S. Samoa	19,000
U. S. Samoa (Rep.)	1,119
U. S. Samoa (Dep.)	48
Hawaii, Rep.	440
U. S. Poss. of U. S. I.	210
U. S. Samoa	258
U. S. Samoa (Dep.)	621
U. S. Samoa (Rep.)	187
France (incl. U. S.)	840
France	964
Philippine Is.	8,337
U. S. Poss. of U. S. I.	964
New Zealand	116
U. S. Samoa	2,322
U. S. Poss. of U. S. I.	700
U. S. Poss. of U. S. I.	46,887
Hawaii	112,919

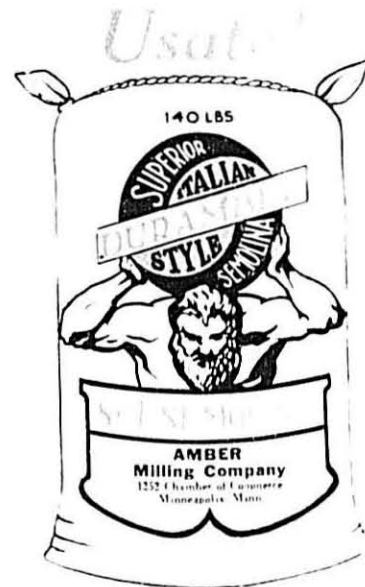
**Accidents Fewer in Food Plants**

What has the food industry accomplished the past year in the battle against accidents? What are the most important present-day accident hazards? What individual companies doing to combat these hazards, and what can the industry do cooperatively during the coming year in national accident prevention?

These are questions which leaders of the food industry will discuss at the sessions of the food section of the National Safety Council, as a part of its 22nd annual safety congress and 19th Food Symposium in Chicago, Oct. 6-11, 1953. The general chairman will be Dr. J. Morton of Badens of New York, and the secretary will be E. J. Ziegler of the Continental Baking Co. of New York City.

The past year the food industry made substantial progress in accident prevention. This conclusion is based on reports to the National Safety Council of the 1952 accident experience of 22 industrial units with an average of 19,000 employees in 70 different groups of the food industry. The frequency of accidents which resulted in disabling injury dropped 9% in comparison with 1951 and the average severity of their accidents decreased by 26%, which is the largest improvement in the accident severity rates of the industry for any year since 1926.

**Volete Una Pasta Perfetta E Squisita**



Guaranteed by the  
Most Modern Durum Mills in America  
MILLS AT RUSH CITY, MINN.

**DRESS UP YOUR PACKAGES!**



Send your packages to market in a brand new "dress"! Use striking, colorful, attractively designed labels that catch the eyes and dollars of consumers. Under the new order of business the alert manufacturer of macaroni products who does an outstanding merchandising job will be the one who gets greater volume and profits.

Rossotti is ready to help you with your packaging problems with a complete line of beautifully designed and colored stock labels. Labels that will make your packages stand out on the dealer's counters or shelves like a lilies beauty in an old maid's home! There are twenty-one attractive designs. Ample stocks are constantly maintained for immediate delivery. Prices are surprisingly low. Write today for full set of samples, prices and particulars. Or, let us quote on your present package. We can re-design or modernize it if you choose. Address Department M-1.

**ROSSOTTI**  
LITHOGRAPHING COMPANY, INC.  
121 VARICK STREET, NEW YORK CITY

SAN FRANCISCO CAL  
343 Front Street

PHILADELPHIA PA  
119 South Fourth Street

**FOR**

QUALITY  SERVICE



GIVE US A TRIAL

FOR

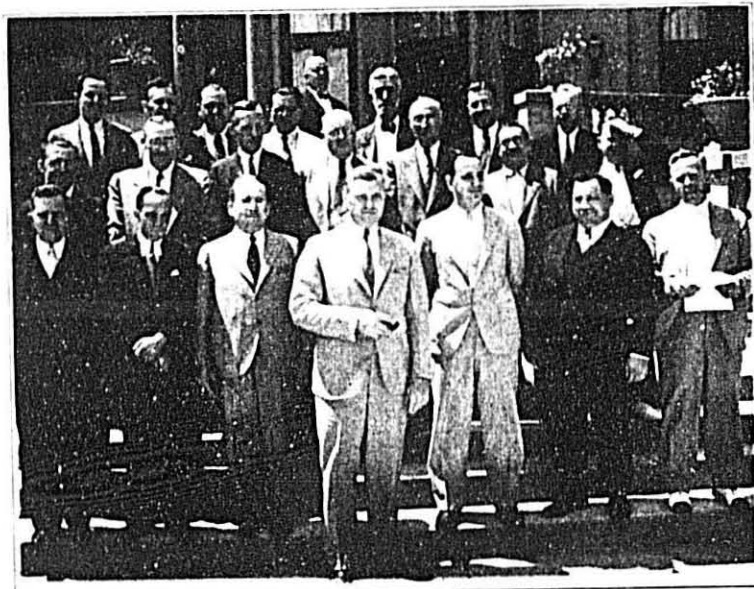
Steady, Dependable Production of Uniform High Quality Products is the Most Important Quality to be looked for in a Die.

AND

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

**NRA**

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



A group of the Association officers and invited guests at a recent conference at the Edgewater Beach Hotel, Chicago.

**Patents and Trade Marks**

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

Patents granted—none.

**TRADE MARKS REGISTERED**

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

**Sophie Tucker's**

The private brand trade mark of Sophie Tucker's Food Products Company, Inc., Baltimore, Md. was registered for use on noodles. Application was filed Jan. 3, 1933, published by the Patent Office March 28, 1933 and in the April 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Dec. 1, 1932.

The trade mark is an oval in the center of which is written the trade name in outlined letters and other notations to which no claim is made.

**Jaburg**

The private brand trade mark of Jaburg Brothers, Inc., New York, N. Y. was registered for use on alimentary pastes and other groceries. Application was filed Dec. 8, 1932, published by the Patent Office, March 28, 1933 and in the April 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since August 1914. The trade mark represents a butler carrying a plate and bowl in the center of an oval.

**Mrs. Smith's**

The trade mark of the Mrs. C. H. Smith Noodle company, Ellwood City, Pa. was registered for use on alimentary pastes. Application was filed Jan. 18, 1933, published by the Patent Office April 11, 1933 and in the May 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since 1920. The trade mark is the title "Mrs. Smith's," a facsimile signature of "Mrs. C. H. Smith" over which is a triangle.

**TRADE MARKS APPLIED FOR**

Four applications for registration of macaroni trade marks were made in June 1933 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

**Five Minute**

The trade mark of Roman Macaroni Co., Inc., Long Island City, N. Y. for use on noodles. Application was filed Feb. 27, 1933 and published June 6, 1933. Owner claims use since Nov. 1, 1932. The trade mark is a clock across the face of which is the trade

name in heavy type and underneath appears 2 chefs holding a plate of steaming noodles.

**M S C**

The private brand trade mark of Merchants Service Corporation, Chicago, Ill. for use on macaroni, spaghetti, noodles and other groceries. Application was filed March 20, 1933 and published June 6, 1933. Owner claims use since Nov. 15, 1930. The trade name is in large heavy type.

**White Pearl**

The trade mark of Tharinger Macaroni Company, Milwaukee, Wis. for use on egg noodles. Application was filed April 27, 1933 and published June 20, 1933. Owner claims use since March 1, 1933. The trade name is in outlined type written on lined background.

**Orth's**

The private brand trade mark of Ph. Orth Co., Milwaukee, Wis. for use on alimentary pastes and other wheat products. Application was filed May 4, 1933 and published June 27, 1933. Owner claims use since April 25, 1919. The trade name is written in heavy type "Beat-All" to which no claim is made. A sparrow with spread wings above a diamond shaped picture of a man is shown in the circle.

In July 1933 the following were reported by the United States Patent Office:

**PATENT**

**Macaroni and Method of Making**

A patent for macaroni and method of making the same was granted to Bayard S. Scotland, Joliet, Ill. Application was filed March 20, 1931 and was given serial number 1916812. The official description given in the July 4, 1933 issue of the Patent Office Gazette is as follows:

"The method of macaroni which consists in forming a dough containing uncooked flour and uncooked white only of eggs; forming thin walled tubular section from said dough; and then drying said sections."

**TRADE MARKS REGISTERED**

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

**Jay Bee**

The private brand trade mark of Jaburg Brothers, Inc., New York, N. Y. was registered for use on alimentary pastes and other groceries. Application was filed March 28, 1931, published by the Patent Office Oct. 25, 1932 and in the Nov. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since April 8, 1915. The trade mark is the title with a circle in which is a large "J" and a bee.

**Semaco**

The trade mark of Semolina Macaroni Co., Providence, R. I. was registered for use on

macaroni and other groceries. Application was filed Sept. 16, 1932, published by the Patent Office May 2, 1933 and in the June 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Aug. 1, 1929. The trade name is in heavy type.

**Pfaffman's**

The trade mark of Pfaffman Egg Noodle company, Cleveland, O. was registered for use on egg noodles. Application was filed Jan. 9, 1933 and in the June 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since April 7, 1930. The trade mark consists of 2 comblike designs beneath and to the left of which is the print of a rolling pin.

**REGISTRATIONS RENEWED**

The trade mark of Joseph Petrocelli & Co. registered Nov. 25, 1913 was granted to Colfax Inc., New York, N. Y. with renewal privilege effective Nov. 25, 1933.

**TRADE MARKS APPLIED FOR**

Three applications for registration of macaroni trade marks were made in July 1933 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

**Ronzoni**

The trade mark of Ronzoni Macaroni Co., Inc., Long Island City, N. Y. for use on alimentary paste products. Application was filed March 22, 1933 and published July 11, 1933. Owner claims use since April 29, 1932. The trade mark is a hand in the upper right hand corner of which is a diamond shaped design with the trade name written above.

**Gold Empire**

The private brand trade mark of Cristoforo Packing Co., San Francisco, Cal. for use on ravioli and spaghetti in sauce. Application was filed May 31, 1933 and published July 18, 1933. Owner claims use since April 26, 1933. The trade name is in black letters.

**Vita-Mac**

The trade mark of Viviano Macaroni Mfg. Corp., Chicago, Ill. for use on alimentary pastes, namely spaghetti, macaroni, egg noodles. Application was filed May 13, 1933 and published July 25, 1933. Owner claims use since June 1929. The trade name is in heavy lettering.

**Second Look**

The other afternoon a child went to the movies and returned looking less than pleased. Her mother asked her about it. "Was the picture good?" "Perfectly terrible," said the child. "I could hardly sit through the second performance."—New Yorker.

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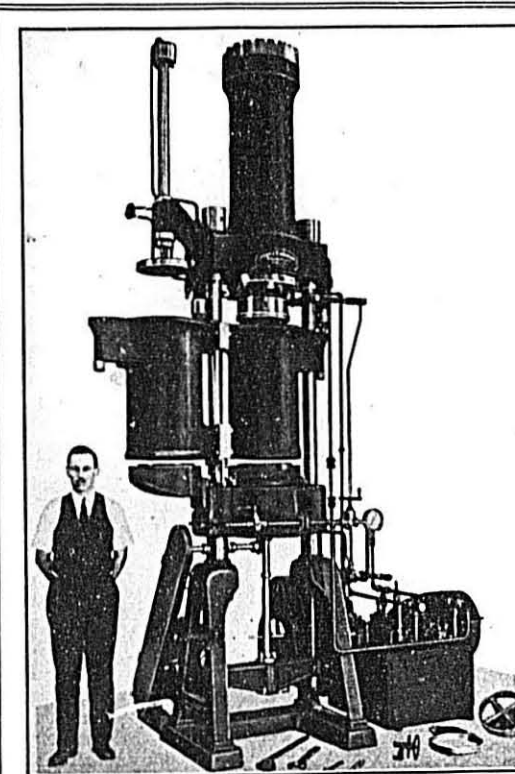
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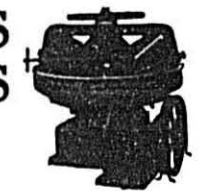
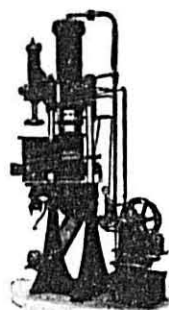
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### In Fairness to Labor

Valentino Giatti, director of the National Macaroni Manufacturers association and chairman of its important Labor Committee is appealing to the macaroni manufacturers to recognize the wishes of President Roosevelt and his "new deal" to improve business and working conditions. In a statement sent to the active officials of the organization and its regional groups, he asks fair treatment of macaroni employees as one of the best ways in which to put into effect the aims and desires of the head executive of the nation. He says:

In many speeches and particularly in his book "Looking Forward," President Roosevelt has clearly defined the new responsibilities of the employer toward labor.

His social and economic views on this element of production have been masterfully embodied in the National Industrial Recovery Act and every intelligent man has to recognize that only by adopting a more enlightened and humanitarian attitude toward "the forgotten man" will it be possible to harmonize the rights of Capital and Labor.

This is not a new philosophical conception because it is as old as Christianity, but true partnership between the 2 factors of production is a new and striking doctrine, espe-

cially if we consider that even today some still contend that between Capital and Labor there cannot be peace.

The "New Deal" is on, a new social and economic order is going to supplant the "rugged individualism" and the "free competition," of the philosophy of "laissez faire," which have been responsible for all the social inequalities, for all physical sufferings and moral anguish of the past.

We, the officers who have been entrusted to act for the industry and all macaroni and noodle manufacturers everywhere, should fully endorse the lofty ideals of the President of the United States and pledge ourselves to a policy aiming for the welfare and happiness of our co-worker.

The author, Mr. Giatti is the leading executive of the De Martini Macaroni Co., Brooklyn, N. Y. and an active member of the New York Regional Group of Macaroni Manufacturers.

### Poor Durum Wheat Crop

The extent of the catastrophic wheat crop situation in the United States in 1933 resulting from many months of drought and extreme heat is revealed in the government's estimate as of Aug. 1. The prospects for all grades of wheat

excepting winter, are even lower than the low estimates of the previous month.

Durum wheat crop is exceedingly favorable. It will probably be the highest on record since that grade has been an important wheat factor. The production is estimated at not less than 17,532,000 bus., based on figures which officials have every reason to believe to be fair and accurate. On 1 the production was estimated at 17,000 bus. Last year there was harvested 39,868,000 bus. of durum wheat.

Reports from the field indicate the quality of the short crops is very good with the carryover from the 1932 crop, the needs of macaroni makers be readily supplied, though the price be considerably above that which prevailed last season, due to the shortage and to taxes and new government regulations aimed at general business recovery.

The estimate for all spring wheats including durum is 159,000,000. On 1 it was 160,000,000 bus. Last year the production of all grades of spring wheat was 281,000,000.

### AGMA Drafts President Willis

Paul S. Willis, who has served for 2 years as honorary president of the Associated Grocery Manufacturers of America better known as AGMA, who during his administration has had a favorable impression upon all branches of the grocery industry, as a mission preaching against profitless distribution has been drafted by AGMA to devote his entire services to the interest of the association. This action was taken by directors at a special meeting held in New York city on Aug. 2.

It was a step toward the fulfillment of a well planned program to set up adequate association machinery to deal properly with the important problems that upon AGMA by President Roosevelt's whole recovery program.

Every one in the grocery trade let Mr. Willis as extremely active the 2 years in unrelenting effort to set out unfair practices which have caused most of the profitless distribution of the past years. With the help of his associates it is Mr. Willis' aim to eliminate at once and for all the practices planned of, by and through a master plan for the grocery trades.

Mr. Willis for many years has been vice president and general manager of the Comet Rice company from which he has been granted a leave of absence with which he retains his connection in an advisory capacity.

### General Mills Story in Pamphlet

General Mills, Inc. of which the William Crosby company is a part recently distributed to the trade a handsome, informative pamphlet of 52 pages, and illustrated, entitled "The First 15 Years." It tells an interesting story of the formation of the organization in 1918 and of its developments up to and including 1933.

### Store Door Association Meeting

The National Food Distributors' association will hold its 65th annual convention and exposition at Hotel Sherman, Chicago Aug. 20-30 inclusive. The association is an organization of store-to-store truck food distributors and food manufacturers who favor this type of distribution of perishable food products and specialties.

There are approximately 5000 of these firms throughout the country who operate over 25,000 trucks each truck serving from 200 to 400 grocers, delicatessens, chains, etc. These trucks and sometimes weekly with packaged foods in small quantities, displaying merchandise and keeping each firm buying so that it gets to the consumer in the peak of condition.

They also help the retailer get a maximum amount of turnover with a small investment.

An exhibit of the products usually distributed will feature the convention this year. Among the macaroni and noodle manufacturers who have agreed to make exhibits of their products, according to announcement by Secretary E. J. Martin are the E. J. Grass Noodle Co. of Chicago, macaroni, spaghetti and egg noodles; Prattman Egg Noodle Co. of Cleveland, O. macaroni; E. J. Klem Co. of Chicago, macaroni and pretzels; Trattanti Bros. of Chicago, macaroni and ravioli; and Chief Bazaar Food Products Co. of Cleveland, O. macaroni and spaghetti dinners.

The larger part of the program will be devoted to development of a code to fit in with the food industry, as members of the association virtually act as manufacturers' representatives spending most of their time on specialty work and servicing the food retailers by hanging bags on racks, putting display boxes in prominent places, breaking cases, exchanging broken packages and performing other invaluable services to manufacturers. He can carry only a few items and therefore is entitled to a greater margin of profit because of greater operating expenses. That will be the big feature in the Store-to-Store Distributors' code.

## Special Notice

This year, due to dry season, Kansas Wheat is running from 12.00 to 20.00 protein

It will pay you to buy

**ROMEO High Protein Kansas Hard Wheat Patent Flour.**

Write today for our weekly quotations to reach you Monday morning.

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### Happy New Yorkers and Association Officers

Group of breakfast guests of J. A. Lenhardt, New York Representative of King Midas Milling Company. On Lake front, Edgewater Beach Hotel, Chicago, 1933 Convention, June 22



Left to right—top row: Edw. Z. Vermeylen, V. Giatti, Steve La Rosa, Mrs. S. La Rosa, Mrs. F. Patrono, Francesco Patrono and M. J. Donna.  
Second row from top: R. Jonke, F. Franco, J. Ambrette, Mrs. Peter La Rosa, Peter La Rosa, Mrs. J. A. Lenhardt and B. R. Jacobs.  
Third row from top: L. S. Vagnino, V. P., Jos. Pellegrino, Mrs. Jos. Pellegrino, G. G. Heskins, Pres., Mrs. Frank Lazzaro, Frank Lazzaro, Andrew Luotto, and C. Ambrette.  
Bottom row: Mrs. R. Jonke, A. D. DiGiovanni, Mary Lenhardt, J. A. Lenhardt, F. J. Chiarrà, Giatti, Jr.

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Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1901

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

**PUBLICATION COMMITTEE**  
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Vol. XV August 15, 1933 No. 4

**Additional Convention Notes**

**PERSONAL**

**With Apologies to Walter Winchell**  
 It may have happened before, and some obscure record may be found of its previous occurrence, but to our knowledge it is unique in Macaroni History that two perfectly eligible bachelors from one concern should be exposed to the enchanting lures of feminine charms and still remain unattached.

To what may we attribute this immunity? Will some kind member enlighten us? No names need be mentioned, but just why is it that Nick Onofrio and his co-partner in St. Louis "do not choose" a mate? Their presence at the dance following the banquet was not inconspicuous in "tripping the light fantastic," which seem to disprove the immunity theory. Are we baffled, or are we?—(Contributed.)

**Four Hectic Days**

For those who attended the Chicago convention there were only 3 scheduled sessions, but for the officers it was a round robin of convention, directors meetings and executive committee conferences that took up not less than 15 to 18 hours daily. The order of action was—out of a convention into a meeting of the directors and tapering off with a smaller executive committee session that lasted into the wee, small hours.

**Attendance Record**

The recorded attendance was exceeded only once in the history of macaroni conventions, but the registration at the Chicago meeting this year shows the most diversified attendance with every worthwhile manufacturing district fully represented. The visitors came from Washington state, southern California, Texas, Louisiana, the northwest, the northeast

and in between—nearly 90 macaroni and noodle firms registering representatives for the conference.

**A Call by States**

When the newly elected president, G. G. Hoskins called a roll by states, all were reminded of the roll calls in the political conventions of last year. Delegates from far and near were greeted with applause as they personally acknowledged the roll call.

**Forks for Noodles**

Managers of food departments and directors of etiquette columns in newspapers frequently receive some puzzling problems from their readers. The increased interest in noodles and how they should be prepared and eaten caused this query to be sent to one of the authors of a syndicated article:

"Would you please tell me how Chinese noodles are eaten? With a fork or a spoon? Are they different from American noodles? I am going with my boy friend to a Chinese restaurant. He's very fond of noodles and I want a little information to guide my actions while eating this, to me, strange food."

In China the dish known here as noodles would be eaten with chopsticks, but in the United States all varieties of macaroni, spaghetti and noodles are properly eaten with a fork. There is little or no difference between Chinese and American noodles in shape, but American noodles are far superior in quality and flavor. In addition it can be said in favor of American noodles that they most always contain the legal requirements of eggs, 5.5% of egg solids, while Chinese noodles are usually without eggs—just plain or water noodles—often colored.

**Macaroni for Growing Girls**

The growing girl and young woman demand more body fuel and building material than does the mature woman. So reasons Amelia H. Grant, M.A., R.N., director, bureau of nursing, New York City Department of Health, in an article on body building foods that answers the question "What a Girl in Her Teens Should Do for Good Health." She condemns the practice of dieting to extremes as a means of retaining an extremely slim figure, particularly during the growing age when a person's body structure is being modeled by the laws of nature. This authority argues that the elements for fuel and building qualities must come from the daily food which must be selected with care and common sense so as to include all the elements that are needed by a healthy vigorous growing body. Macaroni products are recommended as an ideal food for this purpose. Here are her breakfast, luncheon and dinner suggestions for growing girls. The article has the following: "Your breakfast should include fresh fruit or fruit juice, a cereal with milk or cream, broiled bacon, eggs 2 or 3 times a week, toast, chocolate, coffee or

**THE "NEW GAME"**

The Macaroni Industry scans the hands it has received in the new deal.

It finds some aces and kings it has wanted for a long time. It finds a few deuces, treys and jokers it didn't expect and several cards of strange denominations. Instead of just another deal it turns out to be practically a new game—something on the order of "seven card stud" with the deuces and one-eyed jacks momentarily wild.

The pot, however, is Recovery jobs, purchasing power, orders. It is worth playing for, win, lose or draw. Buy your chips and sit in.

Any game is better than ring-around-the-rosy and hide-and-seek with Inertia, Dry Rot and the Sheriff.

It's an emergency measure. The good parts will survive. The bad, if any, will perish.

Play the Game. It's the law of the land.—Service Bulletin—American Appraisal Company.

tea if you wish. Always include a glass of milk.

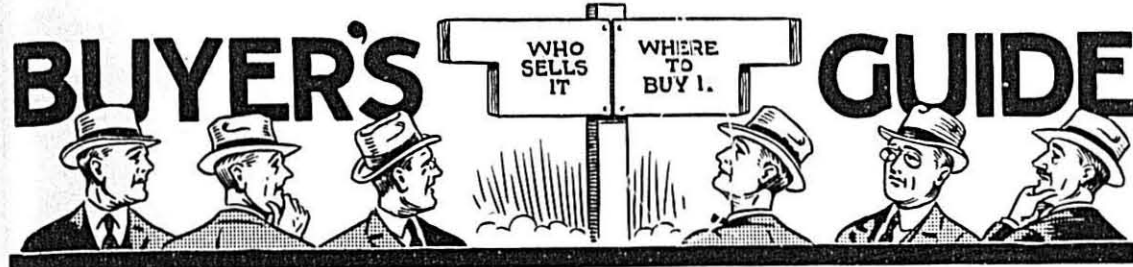
"Your luncheon should include a salad made from fresh vegetables or fruit; a sandwich and a glass of milk.

"Your dinner should include meat or fish; at least 2 green vegetables, cooked or fresh, preferably of the leafy variety; a salad and coffee, tea or chocolate.

"Macaroni or spaghetti served with cheese and tomato sauce may be substituted for meat or fish 2 or 3 times each week. Be sure to eat plenty of vegetables and fruit and to drink at least a quart of milk every day. Don't starve yourself until you have weakened your body in an attempt to attain a 'boyish form'."

**Inefficient**

"Of course, you're lucky! I'm afraid my husband is one of the helpless kind. If he wants to darn some socks or sew a button on, I always have to thread the needle for him!"—Humorist.



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	<b>Boxes and Shooks</b> Decatur Box and Basket Co.	<b>Patents and Trade Marks</b> The Macaroni Journal

**Buffalo Pioneer Dies**

Stephen E. Lojacono, 46, vice president of the Liberty Macaroni Mfg. Co., Buffalo, N. Y. died Tuesday, July 11, 1933 after a short illness. He was one of the best known macaroni manufacturers and business men in western New York, having frequently represented his firm in the conventions and activities of the National Macaroni Manufacturers association.

Mr. Lojacono was born at Valledolmo, Sicily, Italy on Jan. 28, 1887 and was brought to United States by his parents, Mr. and Mrs. Jerome G. Lojacono when but 18 months old. The family settled in Buffalo in 1888 and soon thereafter the father formed the Liberty Macaroni Mfg. Co.

On the completion of his education in the American schools, Mr. Lojacono, following in his father's footsteps, learned every angle of the macaroni manufacturing business and soon became the leading official in the pioneer Buffalo firm.

Mr. Lojacono married Miss Mary A. Buscaglia in 1921. He is survived by his wife and 4 children, Jerome, Anthony, Stephen, and Marie. Also by his father Jerome G. Lojacono, one sister Mrs. Anthony Dispenza of Buffalo, and 5 brothers, Dr. Salvatore C. Lojacono,

Vincent Lojacono, Carl R. Lojacono and Joseph V. Lojacono of Buffalo, and Dr. Saverio S. Lojacono of Utica, N. Y. Funeral services were held from the Holy Cross church July 14 with burial in Mount Calvary cemetery, Buffalo.

**Beech-Nut Macaroni Picnic**

Employees in the macaroni department of the Beech-Nut Packing company of Canajoharie, N. Y. enjoyed an outing and picnic at Pine lake on July 22. Sixty-five workers and families enjoyed the picnic program and basket luncheons.

The committee in charge was Eileen Ambridge, Marie Pomelia, Maria Winsman, Irene Colburn, Isabelle Hazzard, and Jessie Pomella. For entertainment purposes a varied program of races and contests was scheduled, also a mock wedding in which the macaroni beauty and the spaghetti beaubrummel acted the leading parts.

Macaroni manufacturers should double their outputs this year as potatoes and vegetables are scarce and high. If all will religiously enlighten their salesmen along with wholesale grocer and retail clerks and some national advertising to ladies that Chili Mac will give them pep and beauty, all will run overtime—doubling amount of labor thereby helping NRA publicity.

**Price War in Switzerland**

American macaroni, spaghetti and noodle manufacturers do not have any monopoly on price cutting and industry-demoralizing tactics. That is the opinion voiced by a long time subscriber to THE MACARONI JOURNAL who writes to the editor on June 6 to say: "We followed closely your account in past years of how our American fellow manufacturers united in an effort to popularize their products, only to have it collapse when it had reached a point when it would do much good. Encouraged by the action of our American friends we alimentary paste manufacturers in Switzerland launched a similar campaign, but I am sorry to tell you that not only our united action but also the Union of Swiss Macaroni Manufacturers has gone to pieces and a horrible, cutthroat competition for business is our harvest."

The Swiss manufacturer is interested in the American idea of selling a whole meal to the housewives in the form of a "Spaghetti Dinner," all contained in a package with the right quantity of spaghetti, cheese and sauce. Seeking to attract the better class of buyer this subscriber asked to see some samples of "Spaghetti Dinners" which samples were supplied by Peter Rossi & Sons, Braidwood, manufacturers and distributors of the Lincoln Brand.



**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**  
*National Macaroni Manufacturers  
Association*

*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

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## The Secretary's Message

Have you ever heard of a self growing garden?

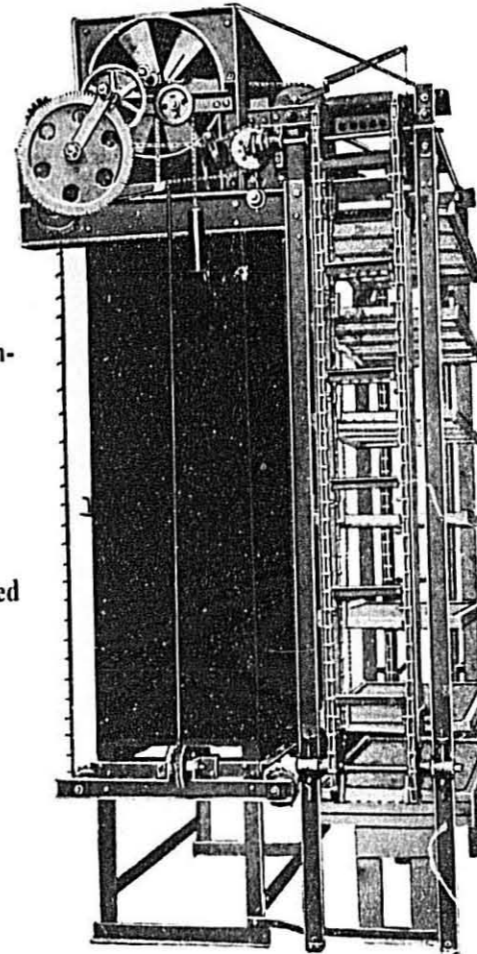
If you did it was a garden of weeds. Most productive gardens are those that are carefully planned, planted in the proper season, sown with selected seeds, with proper irrigation of the tiny plants. The weeds are hoed and the insects fought consistently.

Over and above all this general and methodical supervision there is always the danger of invasion of undesirable weeds and destructive insects from the neglected gardens of your neighbors. That can be prevented only by unity of action, by cooperation on ways and means of eliminating the obnoxious weeds and devastating insects.

Figuratively speaking a business is a garden. Have you ever heard of a self growing business garden? A business garden needs the same amount of care, supervision and wise culture that is accorded any profitable vegetable garden or beautiful flower plot. It needs the same protection from the suffocating weeds and the ruthless insects that encroach from the neighbors' poorly managed business gardens.

The business man, like the gardener, should consult and cooperate with his business neighbors. There should be understanding. In the macaroni industry there fortunately exists a means for eradication of the unwelcome "weeds" and "insects" from neighboring gardens. It is the National association, ever ready to lead the fight against all destructive elements that now prevent the harvesting of profitable crops in most macaroni manufacturers' business gardens. Your cooperation, if not already given or offered will be welcomed and appreciated.

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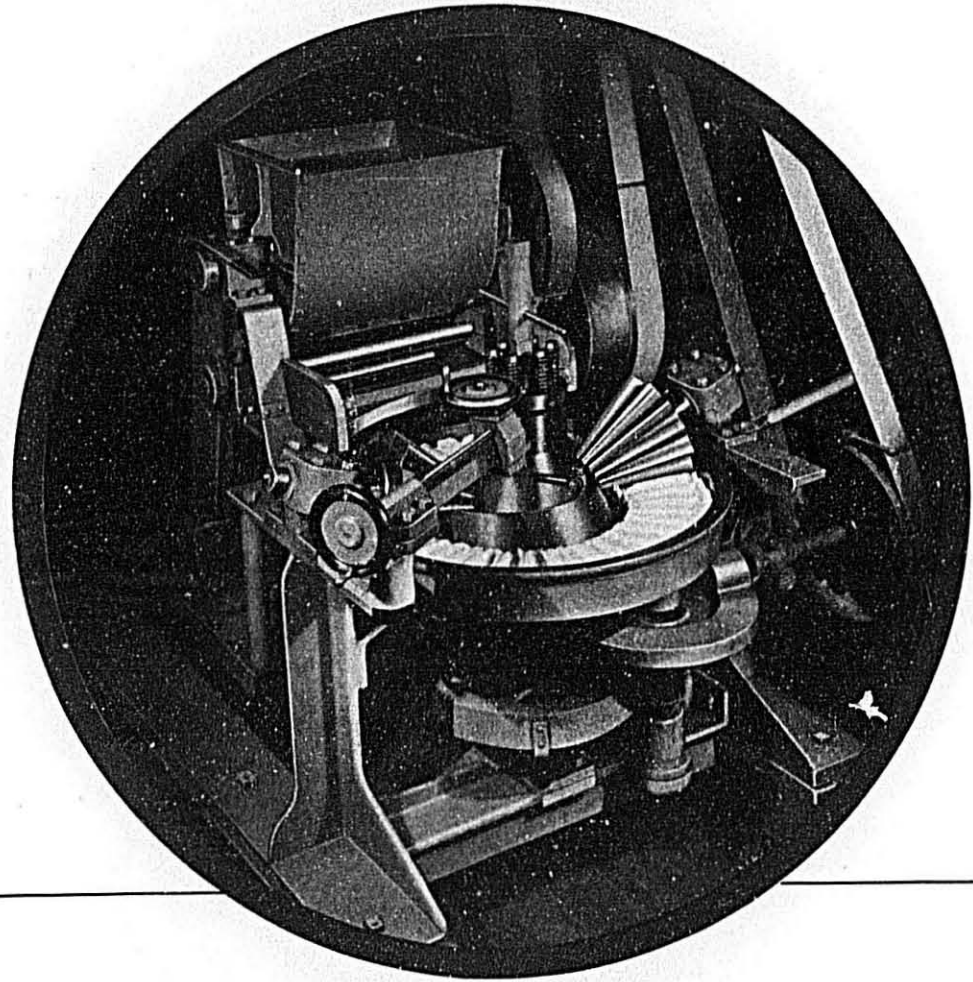
**Clermont Machine Company, Inc.**

268 Wallabout Street

Brooklyn - New York

**WATCH US GROW**

**WATCH THE INDUSTRY GROW**



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

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

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

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

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

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

PILLSBURY'S *Semolina*