

**THE
MACARONI
JOURNAL**

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**September 15,
1933**

The Macaroni Journal



Minneapolis, Minn.

September 15, 1933

Vol. XV No. 5

THE NEW COMPETITION

In the "new game" which business is being compelled to play, macaroni manufacturers must fully realize that "rugged individualism in business at the expense of others in the trade is no longer to be the watchword."

Efficiency, service and quality will permanently supplant cutthroat competition. The idea is not new, but its application is experimental. Macaroni manufacturers should give it their fullest cooperation, have faith in it and continue to "Do Their Part."

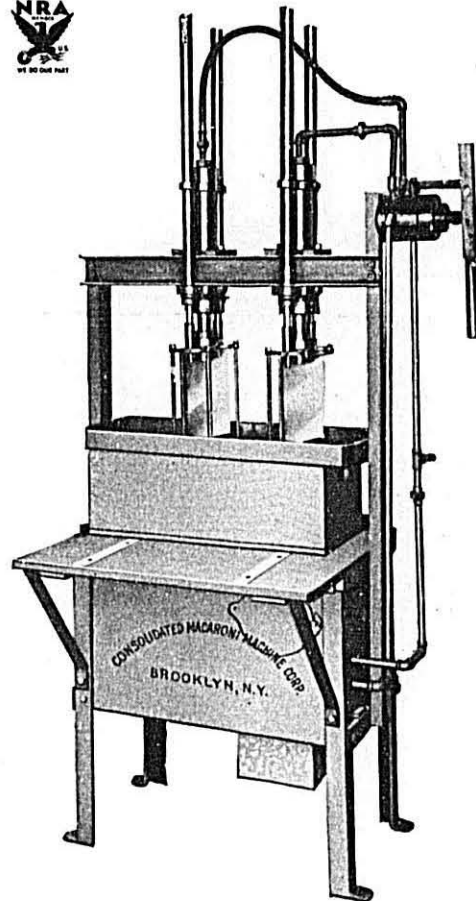
A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

Consolidated Macaroni Machine Corporation

FORMERLY

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

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

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Descriptive matter of all our products on request.

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”

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Patience and Good Faith Needed

Almost with open arms have the macaroni and noodle manufacturers welcomed governmental supervision as the one sure means of curbing business practices that threaten general ruin. They are seemingly impatient with delay in the final approval of the Macaroni Code in which their hope for trade betterment lies.

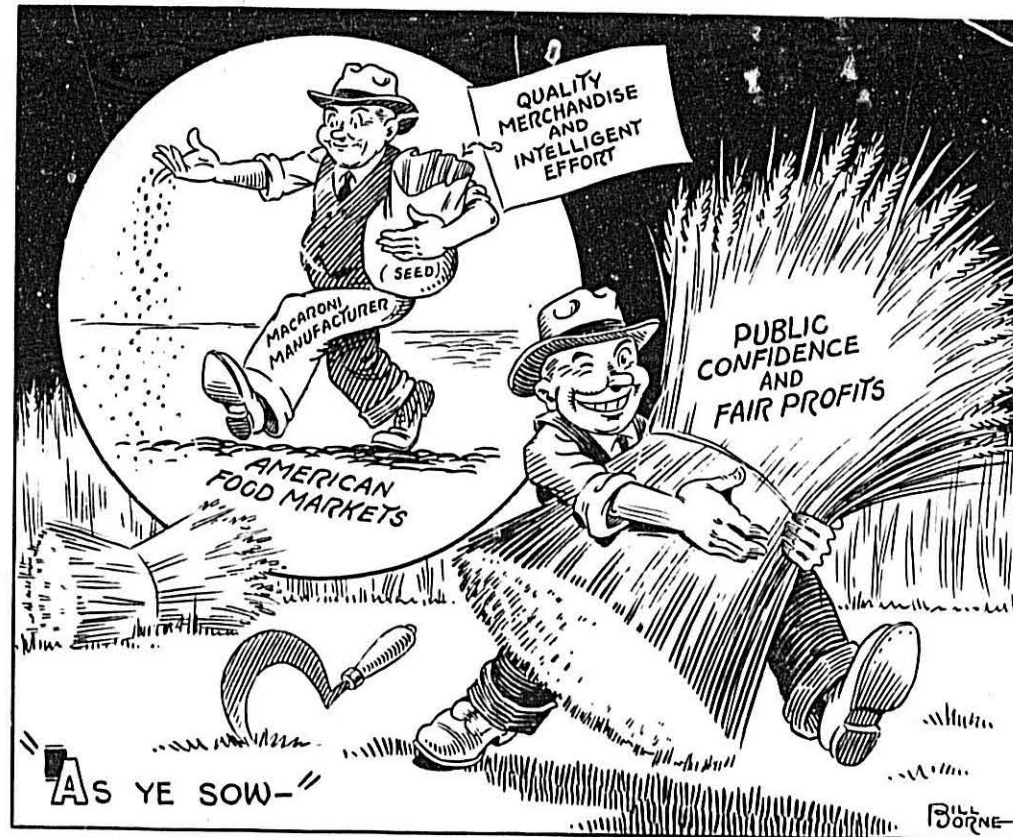
In the rush of the public, individuals, corporations and groups to sign the blanket code as requested by the authorities and to obtain the N.R.A. insignia as visible proof of their loyalty there no doubt have been numerous misunderstandings as to the obligations that were being assumed. In addition, many employers perhaps have proceeded in the belief that full or even part compliance was not immediately required. That

may be the source of some criticism that may be expected to arise.

The whole movement is new. It is experimental to the extreme. It requires adjustments. Time and the exercise of patience as well as good faith are necessary to get it into operation.

The legality of the obligations assumed in signing the code agreements is not an issue just now. That phase of the problem, it is indicated, might become serious in the future. But if there have been deliberate evasions and attempts to obtain credit for something not done or intended, then there is a breach of good faith and violation of a pledge, display of a spirit wholly at variance with that of this vast co-

(Continued on Page 17)



As Ye Sow . . .

The New Deal and the Macaroni Code are once more presenting an opportunity for the proper and profitable cultivation of the great American macaroni market and again there is an opportunity of harvesting a profitable crop.

But nothing has occurred to change the old adage—
“As ye sow, so shall ye reap.”

The American Macaroni Market is unquestionably the most lucrative in the world. For years the American manufacturers of good macaroni very cleverly cultivated the market and as a result reaped plentiful harvests.

In late years competition became keener, the manufacturers less cautious. Quite naturally the harvest has become less and less satisfactory.



QUALITY
IS
SUPREME
IN

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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XV

SEPTEMBER 15, 1933

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OUR TEMPORARY CODE

Failure to get the desired speedy approval of the Code of Fair Competition for the Macaroni Industry as adopted by unanimous vote of the greatest convention of the Industry, the macaroni and noodle manufacturers, desirous of enrolling on the side of President Roosevelt in his emergency reemployment drive are operating under a temporary code, combining features of the blanket and the industry's code with stipulated substitutions. The situation is not entirely satisfactory but one that must be borne with patience as loyal supporters of our executive, even at some personal sacrifice.

In its hurry to get things done speedily and because of the varied demands by thousands of trades and businesses, much confusion exists in official Washington. That those in charge of the program are conscientiously striving to speed the final approval of satisfactory codes is very generally conceded, but progress has been exasperatingly slow. The first Macaroni Code as adopted by the convention last June was duly presented as the wish of a combined industry. Objections were made to certain features with the result that the willing manufacturers completely revised the code along the line suggested and resubmitted it early in August. But as yet no date for a formal hearing on the macaroni code has been set.

The revised code has successfully hurdled three of the four important bureaus which must pass thereon, namely the legal, the processing and the economic divisions, only to lie dormant in the files of the consumers division whose principal objection is to the price fixing feature of the code.

Pending setting of the date for the formal hearing which is expected about the middle of September, the members of this industry were advised to enroll in the President's industry recovery program by signing the Blanket Code with the labor substitution provided for in the government's release 329C wherein Administrator Hugh S. Johnson stipulates certain labor conditions that are not entirely unsatisfactory to the trade.

This having been done, a certificate of compliance was given the signers entitling them to the Blue Eagle, an emblem indicative of the owner's readiness and willingness to cooperate fully with the President's wishes, to increase employment, pay higher wages and promote generally the welfare of the wheat growers and the macaroni trade without seriously affecting the

consumers except to guarantee them higher grade products at reasonable prices.

General Johnson has made it clear that the NRA would stand for no trifling, that the provisions of the President's Code would be enforced upon all alike and that the government would not tolerate any opposition to its program by any individual, corporation or group however strong or potent. He warned that the law would take care of all "chiselers," saying "The slacker may think he is a smart business man, but he will find that his pettyfudging is the surest passport to disgrace and bankruptcy in the world." He further said that there would be no reason to worry about the fellow who thinks that he can cut corners and by subterfuge and evasion get his share of the coming prosperity by sacrificing others.

It is the intent, therefore, of those behind the movement to make the Blue Eagle just as important an emblem of patriotism in peace times as was the victory flag in war days. For this reason those who are operating under the temporary code have announced to the world their readiness to do their part in the recovery program despite the uncertainty created by the situation.

Macaroni and noodle manufacturers have not been slow in realizing the benefits of a fair macaroni code as a preventative of price cutting and the quality lowering that has caused so much trouble and ruin in the recent past. They have flocked to the standards of the National Macaroni Manufacturers Association, throwing their weight and their strength to the group that favors supervised control and licensing to guarantee improved business practices. Nearly 210 macaroni and noodle firms are now enrolled under the N.M.M.A. banner and the few remaining outside its pale are only awaiting the opportune moment for casting their lot with their fellow manufacturers in giving the proposed Macaroni Code that 100% support that it deserves at the hands of those whose business it aims to advance and elevate.

While operating conscientiously under the temporary code, the individual and the industry should and undoubtedly will continue to fight determinedly for the final approval of the Macaroni Code substantially in the form submitted, because the industry knows best its failings and its needs. The patience of the manufacturers under the uncertainty that exists has been admirable. All hopefully and anxiously await the official approval of the Macaroni Code.

MACARONI EDUCATIONAL SECTION

By BENJAMIN R. JACOBS, Washington Representative

Practically the entire time and all the facilities of the Washington representative of the National Macaroni Manufacturers association have been devoted to the activity of the moment—studying the proposed Macaroni Code, introducing it to the proper government officials and encouraging a favorable hearing thereon. Changes have been made to meet the recommendation of manufacturers and the wishes of the administrative agencies, all with the sole view of making the macaroni code, when approved, a model for all similar trades and crafts.

The latter part of August was an especially busy time for the Washington representative and for the special code committee as will be noted from the report to the association members issued from the capital city on Aug. 28, 1933 at which time the setting of a date for a formal hearing on the macaroni code was momentarily expected. It urges patience and pleads for supporting data and information which the manufacturers alone are in a position to supply. The whole industry realizes the need of united and intelligent presentation of the operators' cause and should submit without delay and without hesitation all fact finding questionnaires prepared in the industry's planned program by the several special committees or association officers.

TO ALL ASSOCIATION MEMBERS:

Mr. Glenn G. Hoskins, president of the association has been here with me working on our code of fair competition, and has requested me to report to you as a member of the association the status of this code.

As you know, the code was formally presented to the Agricultural Adjustment Administration on Aug. 7. I was assured at that time that its examination would be expedited because we had already waited too long. It rapidly was informally approved by three divisions in the Administration, and on the 15th of the month it landed in the Consumers Councils division, where it lay for a week apparently without anyone knowing where it was.

From here Glenn and I uncovered it last Monday, and ever since we have been continuously at it in order to get its provisions at least tentatively approved so that we may proceed to the formal public hearing.

We have encountered considerable diversity of opinion within the Administration in the two main features of the code. The first objection has come, due to the fact that the Administration has not formulated a policy concerning the fixing of prices; and the second has come from the indecision of the Administration to determine whether or not industries are to be licensed.

It must be remembered that we—that is, the macaroni industry—being the first of the secondary processors of wheat that have applied for a code, must of necessity go through all the rebuffs to which a new experiment is subjected. If this code goes through in its present form, it will be used, so we have been told, as a model for the group of industries such as ours. But we have a long way to go yet before we can say with any degree of certainty that it will be acceptable.

After a whole week of argumentation, each time with a new official, we at last have been permitted to leave the licensing and base cost provisions in the code to be discussed further at the public hearing. We have been told that we must prove the necessity and desirability of these provisions, not only as to the interest of the macaroni industry, but we must also show that these provisions will be of help to the producers of wheat, to labor, and to the ultimate consumer.

Data on this are now being gathered. Wolfe and Company sent you a questionnaire concerning labor. Please answer that as soon as possible to the best of your ability and return it. It is very important, and nothing can be accomplished without the fullest cooperation of every manufacturer. There may be other questionnaires sent to you and when you get them please dispose of them immediately as requested. Do not delay, as now every moment is precious and delay or procrastination may result disastrously for our industry.

We have reached the point in our contact

Recovery Program Past Experimental Stage

In a radio message to the country the last week of August, General Hugh S. Johnson, administrator of the National Recovery Act cheerfully announced to the people of the country over a nationwide network that the President's plan for reemployment had definitely passed the experimental stage and that more than 2,000,000 men and women are now once more gainfully employed.

"We are seeing the beginning of the end of perhaps the greatest peril that has ever beset this nation," said the administrator. "What the National Recovery Administration is doing is to check the tides of disaster, distress and deprivation and launch our country on a new era of prosperity. It can be done, and it is being done. We will do it easily if everybody does his part. We will do it desperately if any considerable number hold back and try to block us either through lack of faith in the great program devised by the President of the United States or with the selfish hope that he can evade taking the chances that are his legitimate portion and so profit by the patriotism of others. There is no corporation rich enough, no group strong enough to block the effort of the nation. From every section of the country we get echoes of a popular rising to make the program a prompt and complete success. Everybody knows what we have gone through. Everybody knows that we drifted nearer and nearer to the precipice, until Franklin Roosevelt took hold of the ship and pointed out the only way in which we could be saved.

"He has headed us upstream again. I know and you know that it is not all plain sailing. The inspired idea of our President is not self-executing. It is the people of the United States who have got to put it across and make it stick—and they are doing it. The tedious business of drafting codes, framing regulations, the pointing out of what must be done and what it is not permitted to do is only a part—perhaps the smallest part—of the enterprise. No, there is even a smaller part than that, and that is in the matter of dealing with those of little vision who can see only the immediate sacrifice and not the long-range ad-

vantage of realigning industry so that not only will the scars of the 4-year depression be removed but that we shall have a chart which will make any repetition of the hideous experience impossible. We have no cause for worry in regard to the fellow who thinks he can cut corners and by subterfuge and evasion get his share of the coming prosperity by sacrificing others. That kind of a person can no more stop this great plan than can the income tax cheater cripple the revenues that come to the treasury. There will, of course, be provisions in the execution of this law that will take care of the man who chisels and shuffles and tries to pass his burdens on to somebody else. He may get away with it for a time but not for long. The slacker may think he is a smart business man, but he will find that his pettyfudging is the surest passport to disgrace and bankruptcy in the world.

"The people themselves, without any incitement from anybody, will know how to visit the proper punishment upon the fellow who tries to stand in the way. He may evade the legal penalties. There may never be a harsh word spoken to him. But day by day he will see the customers pass his doors to buy where the Blue Eagle is displayed and where the pledges for which that bird stands are being honored.

"Amid the turmoil of the substitution of the new system for the old process of cutthroat competition which was the father of child labor, low wages and business destruction, it is perhaps not easy to appreciate how far this movement has gone.

"The doctrine of the New Deal is a doctrine of action. The plan is simple. It is based on the proposition that American people can do anything if we only provide them with the means to fight back. Franklin Roosevelt has done a simple but a very great thing—he has given back to the American people the conduct of their own affairs and the right to help themselves."

Removing guards from a machine is not mere indifference, it is criminal carelessness.

Sincerely,
B. R. JACOBS,
Washington Representative.

Regional Organization Progressing

Eleven of the 12 regions into which the country has been divided for operation of the provisions of the Macaroni Code have completed their organizations and await only word from Washington that they are authorized to act in accordance with the provisions of the accepted code. Those organized shortly after the convention have been working smoothly and effectively while others are working toward the same end. The only region as yet unorganized (Sept. 9, 1933) is that of Los Angeles where plans for organization are going forward favorably.

In August regional organizations were formed as follows:

Aug. 8 at New Orleans, La.—The macaroni manufacturers of southeastern United States met in New Orleans and selected Leon G. Tujague of National Food Products Co., New Orleans, as regional chairman. Rosario Taormino of Taormino Brothers, also of New Orleans was unanimously elected regional chairman. They elected to recommend to the firms in that district to go under the President's Blanket Code, with substitutions from the macaroni code pending adoption of the latter.

Aug. 12—The Western New York group was formed at Rochester, by election of E. C. Oberkircher of Old Dutch Noodle company, Buffalo, as regional chairman and C. S. Leone of Niagara Macaroni company, Buffalo as regional secretary. A dozen firms in western New York were represented at the organization and following a drive for membership agreed upon at that meeting practically every progressive firm in that region is now enrolled under the National association banner.

Aug. 12—The Southwestern group was organized under the supervision of Association Director Joseph Freschi at a meeting in Dallas, Texas, attended by all the leading Texas and Oklahoma manufacturers. Frank S. Bono of the National Macaroni company, Dallas, was unanimously elected as regional chairman and N. T. Mazza of Fort Worth Macaroni Co., Fort Worth, Texas was elected regional secretary.

A vote of confidence in the aims of the National association was unanimously adopted and a drive launched to induce every manufacturer, however small, in the district to join and to give unstinted support to the nationwide program of relief.

Aug. 15—The Pacific Coast Macaroni Manufacturers Association, Inc. whose representatives had attended the last meeting of the board of directors of NMMA earlier in the month and had become convinced of the sincerity of purpose of the national officers, voted unanimously to join the National association, forwarding 17 applications to the secretary and pledging unstinted support of the program of the organization. M. DeMattei of San Jose-Ravenna Macaroni Factory, San Jose, was named regional

chairman and A. Bertucci of Pompeii Macaroni Factory, Inc., San Francisco, was named regional secretary. As manager of the local association whose setup is retained Mr. Bertucci will remain the active man in charge of the work there under the National association.

Aug. 26—The Pacific northwest was organized at a meeting in Seattle, Wash. with representatives from Oregon and Washington firms enthusiastically approving the national program. Association Director Frank A. Ghiglione of A. F. Ghiglione & Sons, Inc., Seattle, was named regional chairman and H. C. Hanke, secretary of the Washington Club that had done much toward uplifting the industry there, was named regional secretary.

The names and address of the groups so far organized are:

No. 1—Meeting place, Providence, R. I.; Regional chairman, G. D. Del Rossi, 240 India st., Providence; Regional secretary, G. R. Perrone, 430 High st., Providence.
No. 2—Meeting place, New York, N. Y.; Regional chairman, Frank A. Zunino, 43-82 Vernon blvd., Long Island City; Regional secretary, Frank R. Maglio, Jr., 36-32 34th st., Long Island City.
No. 3—Meeting place, Philadelphia, Pa.; Regional chairman, Max Kurtz, 1021 South 9th st., Philadelphia; Regional secretary, Phil-

ip R. Winebrenner, 1010 Dakota st., Philadelphia.

No. 4—Meeting place, Pittsburgh, Pa.; Regional chairman, R. V. Golden, Box 987, Clarksburg, W. Va.; Regional secretary, S. T. Viviano, Jr., Carnegie, Pa.

No. 5—Meeting place, Rochester, N. Y.; Regional chairman, E. C. Oberkircher, 579 Jefferson av., Buffalo; Regional secretary, L. H. Leone, 240 Court st., Buffalo.

No. 6—Meeting place, Chicago, Ill.; Regional chairman, R. B. Brown, 422 S. Desplaines st., Chicago; Regional secretary, Frank Traficanti, 451 N. Racine av., Chicago.

No. 7—Meeting place, St. Louis, Mo.; Regional chairman, Joseph Freschi, 1730 S. Kingshighway av., St. Louis; Regional secretary, L. S. Vagnino, 1227 St. Louis av., St. Louis.

No. 8—Meeting place, New Orleans, La.; Regional chairman, Leon G. Tujague, 1101 Fulton st., New Orleans; Regional secretary, R. Taormino, 801 Chartres st., New Orleans.

No. 9—Meeting place, Dallas, Texas; Regional chairman, Frank S. Bono, 206 Main st., Dallas; Regional secretary, N. T. Mazza, Box 53, Fort Worth.

No. 10—Meeting place, Los Angeles, Cal. For the Los Angeles group, E. DeRocco, 2308 Kettner blvd., San Diego, is acting chairman pending definite organization.

No. 11—Meeting place, San Francisco, Cal.; Regional chairman, M. DeMattei, 55 N. San Pedro st., San Jose; Regional secretary, A. Bertucci, 2989 Folsom st., San Francisco.

No. 12—Meeting place, Seattle, Wash.; Regional chairman, F. A. Ghiglione, 4715 Sixth av. S., Seattle; Regional secretary, H. C. Hanke, 300 Textile Tower, Seattle.

Opportunity of the Trade Association

The most important agency in effecting a stabilization of prices is the trade association. How far can it go in effecting this primary object of preventing cutthroat competition? Under the decisions of the Supreme Court a trade association may exchange among its members information in reference to cost of production, supplies on hand, credit status of purchasers and prices at which past sales have been made, and it cannot however, speaking broadly with some apparent exceptions, exchange current or future prices.

The reason for the distinction between the exchange of information relating to future prices is because the courts draw from the exchange of current or future prices the inference that there is an implied agreement to maintain these prices. It is fundamental that no agreement, express or implied to maintain prices can be made. Evidence which looks to an implied agreement is just as persuasive to the courts as evidence of an express agreement.

There is therefore under the laws as they stand an opportunity for trade associations to accomplish a great deal in the stabilization of prices without running counter to the antitrust laws. Trade organizations can be formed under wise guidance which will come pretty near accomplishing the purposes of those who

desire to bring about a reasonable stabilization of prices.

Perhaps the most promising proposed new law to clarify the position of the trade associations is the Senator Walsh bill introduced last January and an accompanying resolution. If passed they would retain the benefits of competition while eliminating cutthroat practices.

Maintaining Prices

It will be seen therefore that in giving to the producer the power to maintain prices it nevertheless does not give him an unregulated power to determine what these prices shall be. In other words the producer is obliged to surrender a certain amount of private initiative in order to obtain the right to agree with his competitors upon price maintenance. The bill probably goes as far as political expediency warrants. It will accomplish a great deal in clarifying the powers of trade associations. It probably gives the right to regulate production, which, as I have said, is vastly important.

With the declaration of policy as set forth in the resolution the attitude of the Federal Trade Commission would be changed toward these trade association agreements, and we probably could look for an administration of the law in sympathy with its declared purpose.

(Continued on Page 10)

Memorandum of Argument in Favor of Some Price Fixing Provision in the Code of the Macaroni Industry

By G. LaMARCA

President, Prince Macaroni Manufacturing Company, Boston, and Association Director

1. We are in favor of any measures which will facilitate the successful operation of the National Industrial Recovery Act, even at some sacrifice to our own industry.

2. We sympathize fully with the efforts of the Administration to prevent an unreasonable increase in prices which might neutralize all the benefits coming from increased employment and increased wages. We know from our personal experiences that certain retailers have greatly increased prices even on goods purchased before the act became effective. Nothing could be more unfortunate than for the impression to go abroad that now is the time to increase prices without adequate reason therefor.

3. But on the other hand it is obviously fair that producers and distributors should be allowed to increase prices sufficiently to meet the added costs of labor, raw materials and the \$1.38 per barrel processing tax—and this is fully recognized by the Administration.

4. It is admitted that one of the evils contributing to the depression has been the practice on the part of some to force goods upon the market at a price which does not cover costs to say nothing of profits, thus demoralizing the market and resulting in a chaotic condition, which is a distinct harm to the industry and which permanently benefits no one.

5. This unfair competition is recognized in the Recovery Act, and one of the policies mentioned in Sec. 1 is "to eliminate unfair competitive practices." To effectuate this purpose it is specifically declared (Sec. 5) that "any code . . . in effect under the title . . . shall be exempt from the provisions of the Antitrust laws of the United States." Thus it is clearly recognized in the Act and in the innumerable debates in Congress that the antitrust laws may operate to retard recovery.

6. Prior to the passage of the Recovery Act, during a period of several years, it has been recognized that in some way the hampering provisions of the antitrust laws should be relaxed in the interests of recovery. Attention may be called to the resolution introduced in the Senate of the United States on June 8, 1932 in which an agreement "to prevent a continuance of destructive competition" is authorized provided it "does not result in a selling price of the goods or commodities covered thereby in excess of a fair and reasonable price based on all fair and reasonable items of cost plus a fair and reasonable profit."

Although the resolution was not acted upon it unquestionably expresses one of the fundamental principles underlying the Recovery Act.

7. No one can question the soundness of the fundamental principle that a consumer should pay a reasonable price. It would be entirely destructive of industrial recovery if such reasonable prices were not permitted. Producers would have to go out of business, which would result in unemployment and decrease in purchasing power.

8. It is recognized that it is often very difficult to determine what is a reasonable price. In many lines of manufacture there are so many elements which enter into costs in varying degrees, especially in connection with general overhead expenses that to arrive at a

reasonable price in an industry as a whole is almost impossible. If there is a sound method of arriving at a reasonable price, then there certainly can be no economic reason why producers should not be permitted to agree upon such a price, and there can be no question that the Recovery Act was intended to permit such an agreement.

9. Probably there is no industry where cost can be arrived at so accurately as in the macaroni industry. You have one basic material, wheat, the price of which is regulated by general market conditions. Under the code wages are regulated and the labor cost is definite. Furthermore, the general overhead cost, under the system of accounting proposed, may be arrived at with reasonable accuracy. This industry, therefore, is one peculiarly susceptible to operation so as to enable a reasonable price to be determined.

10. There can be no monopoly in the macaroni industry. There are so many concerns making macaroni. At the present time competition is extremely keen and often unfair, resulting in demoralizing practices. Competition is bound to continue with all these units of production and under a minimum price there will be the keenest competition to expand markets by increasing the quality of the product.

Furthermore there is competition with other food products, and a consumer would be very keen to switch over from macaroni to some other product if there is a material increase in price.

And again there should not be lost sight of the fact that there is a most potential com-

petition in the imports, which is bound to keep the price down and quality up.

11. We, therefore, respectfully submit that it is in the interests of agriculture which produces practically all of the raw material, of labor whose return must depend, in the long run, upon the prosperity of the industry, of the consumer who requires a dependable article and is willing to pay a reasonable price and of the industry itself which can successfully operate only under fair competitive conditions.

12. It must not be ignored by the Administration that the Recovery Act cannot be successful unless it operates in fairness to all. Failure will follow if anyone of the parties in interest is unfairly treated. The New Deal is essentially a Square Deal, and that is why the people of this country, with surprising unanimity are supporting the President in his heroic efforts to restore prosperity. But if any element of unfairness creeps into the administration of the policy it will wreck the hopes which are now centered upon a successful administration of the act.

13. As we have said, we appreciate fully the determination of the Administration that prices shall not be unnecessarily increased. We believe that it was the intention of Congress to permit a stabilization of prices. We fear that the Administration, in its efforts to prevent unreasonable increases in prices, may lose sight of something which is as important as anything in the Act, namely, the stabilization of business which in turn can come only through a stabilization of prices.

Is Macaroni Business Dull?

Why is the macaroni business so unusually dull at a time of the year when all plants are generally working full time filling fall orders?

That question was asked numerous times the last week in August and the first part of September, and asked by manufacturers who would be able to satisfy themselves if they were to look into the situation as calmly as they usually tackle other problems.

The macaroni business has been below normal the past few weeks solely for the reason there is no market for the products. Every one will recall the zeal of many manufacturers during the dull months of June and July, when fearing that there would be assessed a processing tax on finished products and a sharp rise in prices on account of the nation's drive to put industry on a paying basis and give the employes living wages, many went out shouting "Buy! Stock up before prices advance!" Well there's your answer.

Well the trade is "filled to the gills"

and those therein who need fresh stock are buying from hand to mouth awaiting the price leveling process that will come as a result of a code and its enforcement.

You can't load up the trade with fall goods in July and still have a market for the same fall demand in September. A one leading manufacturer puts it "Never was the industry in such greater need for a good code of fair competition than it is right at this moment. Conditions are getting generally worse all over the country. Whenever there is a slight slump in the regular demand for macaroni products that seems to be the signal for many to try and force sales by cutting prices and quality. Anticipating higher prices they sinned much more last summer than usual with the result that it will be months before distributors are rid of surplus stocks. Should macaroni manufacturers continue to lop off their noses to save their faces?"

"Girl Carpenter Drives Nails Like Lightning."—Headline in American paper.

Lightning, of course, never strikes twice in the same place.—Humorist.



Gold Medal Semolina

"Press-tested"



Emblem on Packages Not Recommended

Throughout the food package trade there is much indecision whether or not the NRA emblem—the Blue Eagle—should be printed on individual packages. There are many good reasons why it should not be done and officials of the NRA have advised that the emblem is not required on the individual packages, though recommending its use on the container to advertise the manufacturer's cooperation with the administration in its recovery program.

One of the immediate harmful effects of putting the Blue Eagle on packages would be to condemn or at least retard the sale of the products now on the market in packages without the emblem. On the other hand, should the authorities decide that the emblem has served its purpose and asked that its use be discontinued manufacturers would have on hand many spoiled cartons. The opinion generally prevails that it would be best for all if food manufacturers would con-

fine the use of the Blue Eagle emblem to containers until further notice. General T. S. Hammond, executive director of the Blue Eagle division of NRA has issued the following statement on the subject:

In the joint interest of the food industry and consuming public, General H. S. Johnson announced that packers of manufactured food products, including canned foods WILL NOT BE EXPECTED TO LABEL INDIVIDUAL PACKAGES, but in lieu thereof MUST STAMP OR BRAND THE NRA INSIGNIA ON THE OUTER CONTAINER where the packer is entitled to its use.

In addition every packer having the right to use the insignia should file with each wholesaler or retailer a suitable certificate that he is a member of the NRA, which certificate will be open to inspection by housewives and others who have signed the pledge in support of the President's Reemployment Agreement and furnish the retailer with shelf insignias to be displayed with their products.

No macaroni or noodle manufacturer will be prevented from using the NRA emblem on his package products should

he choose to stamp it thereon but it would seem the better course to abide by the recommendation of the administrator and confine its use to the outside container.

A. A. Takes Same Position

In a statement in behalf of consumers and the food industries the Agricultural Adjustment Administration urged manufacturers and distributors of food products not to employ the National Recovery Administration Blue Eagle as a label upon individual containers for the retail trade.

The request of the administration is in conformity with the ruling of the NRA dated Aug. 23, 1933, which stated that packers and canners of manufactured food products will not be expected to label individual containers with the emblem, but in lieu thereof must stamp or brand the NRA insignia on the outside shipping container when the packer is entitled to use it.

The reason for the request by the administration which has been given immediate supervision of the food industries is the increased cost to the consumer including the farmer which will be involved if the practice of some manufacturers of foods in labeling individual containers with the NRA emblem should spread through the whole industry. The increase in cost to American consumers, who already are complaining of retail prices, is estimated at many million dollars annually, should the practice become general.

The administrator's move to prevent the use of the NRA emblem on packages of foods, however, is one among the steps made or contemplated to protect the American consumer against excessive costs of food products.

Opportunity of the Trade Association

(Continued from Page 7)

If we are to curb competition we must submit to some intrusion of government in the conduct of business—but this is inevitable if the severity of the antitrust laws is to be modified.

I believe that the great problem of regulating production to meet demands can be best worked out through the agency of trade associations rather than through the operation of any governmental or semi-governmental agency such as an Economic Council, as has been suggested.

This problem of equalizing supply and demand and at the same time spreading employment over all employees, is the most hopeful method of preventing our severe economic cataclysms. I believe therefore it is well worth while for the association to favor this joint resolution, in the hope not only that producers may earn reasonable profit but also that the most important step may be taken to eliminate the causes of industrial depression.

(Contributed by Director G. LaMarca.)

Package Size and Weight Questionnaire

To properly apply provisions of the code and to supply data in support of its provisions the Standards Committee of the National Macaroni Manufacturers association has issued a questionnaire to the members for information as to sizes and weights of packages and containers now being used in transferring the finished product from manufacturer to consumer. In addition to seeking data on packages now used the committee is asking for an expression from manufacturers as to the size and weights that they would recommend in case it were found

essential to standardize package sizes and weights and to reduce the number of sizes as a matter of economy and simplifying control.

The questionnaire as submitted by the Standards Committee of which L. S. Vagnino is chairman and William Culman, G. LaMarca and Joseph Freschi members, is reproduced below. All manufacturers caring to supply the information sought and to help the committee in its research are welcome to use the form that follows.

QUESTIONNAIRE ON SIZES—BULK AND PACKAGE GOODS

Please check the sizes which you pack:

Bulk Goods
5 lb. _____; 10 lb. _____; 20 lb. _____; 22 lb. _____; 50 lb. _____; 100 lb. _____;
Barrels _____; Other Sizes: Lb. _____; Lb. _____

Package Goods
4 oz. _____; 6 oz. _____; 7 oz. _____; 8 oz. _____; 9 oz. _____;
10 oz. _____; 12 oz. _____; 14 oz. _____; 16 oz. _____; 32 oz. _____;
Other sizes: Oz. _____; Oz. _____

Cellophane Noodles
4 oz. _____; 5 oz. _____; 6 oz. _____; 7 oz. _____; 8 oz. _____;
9 oz. _____; 10 oz. _____; 12 oz. _____; 16 oz. _____; 32 oz. _____;
Other sizes: Oz. _____; Oz. _____

Please list below the sizes that you recommend be retained:

Bulk Goods	Package Goods	Cellophane Goods
_____	_____	_____
_____	_____	_____
_____	_____	_____

Remarks: _____

(Fill in fully; sign _____
and mail to Secretary.)
Manufacturer _____
Address _____

Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Ban on Premiums, Not "Premiumized" Packages

The NRA challenge to merchandise premiums does not necessarily extend to what is known as the "premiumized" package—the macaroni container, or other commodity receptacle, that "is its own premium," as the saying is. This limitation on code ethics is of the utmost importance to many marketers of identified goods. Because, in the latter day strategy of merchandising, it is rapidly coming to be recognized that the premiumized package is a prime method of perpetuating, emphasizing and exploiting a trade mark.

Before looking more closely to the salvation of the premiumized package—aristocrat of trademark carriers—perhaps we had best see "what all the shooting is about". It is no exaggeration to say that of all the sequels of the National Industrial Recovery program, easily the liveliest hubbub is that which has been occasioned by the indictment of the premium (prize or "free gift"). To business men taken completely unawares it almost appeared as though this ban on premiums had been surreptitiously slipped into those Codes of Fair Competition where it appears. Some critics of haste have, indeed, spoken right out in meeting to this effect.

As a matter of fact it is no secret that certain marketers, who have never distributed premiums and who have faced the competition of rivals who do give premiums, have long been irked by this uneven situation. Never able to induce the Federal Trade Commission to drastically outlaw all premiums, as such, the antipremiumists have been awaiting their opportunity. And obviously the New Deal has given them their chance. All of which requires reckoning with the fact that the NRA Codes as adopted are not necessarily assumed to be fixed and final. Revisions and changes are always possible. The premium policy is subject to amendment, just as are other phases of the self regulation of industry.

Interesting as is the debate now in progress in business circles this is no place to enter upon a discussion of the controversial question of whether premium distribution is an innocent form of advertising or a sinful and disguised method of cutting prices. Our present concern is with the effect of this challenge upon trade mark strategy. Because in many quarters alarm has been taken that the ban on straightaway premiums encompasses also premiumized packages—that is to say, any and all containers which have intrinsic value or util-

itarian purposes aside from that requisite to the task of conveying a packaged product from producer to consumer.

While a Federal official announcement has not been forthcoming and in the nature of things can scarcely be expected, the writer has it on the best of authority that governmental approval of premium denunciation by trade groups never contemplated any penalizing of the package invested by decoration accessories, etc., with "premium value." Indeed, privately, a number of the government officials are inclined to sympathize with the argument that economically the premium package has, if anything better justification than the average standard package, since the package-that-is-more-than-a-package gives the ultimate consumer more for his money than a conventional package that is cast aside.

In reality we need not wait for the shaking down of the NRA institutions to determine in a general way the traditional attitude of Uncle Sam toward premiumized packages. The Federal Trade Commission, dubbed the "supreme court of business," has repeatedly shown that it has no bias. It has entertained complaints against misrepresentation of the character of premiums. And has objected in some instances to the use of the word "Free" in advertising premiums for which the recipients had to pay. But the premium package as such has never had a frown from the Commission.

To the same purport is the attitude of the U. S. Food Administration, which under the "misbranding" provisions of the Food and Drug Act, exercises a certain degree of censorship over labeling and packaging in the food field. Only recently, in discussing the revival of the plan to obtain from Congress a law aimed at deceptive packages and slack filled containers, the chief of the Food Administration made it clear that he thought that gift packages and other species of premiumized packages should not be judged by the same rigid specifications that would bring denunciation of a standard package liable to deceive the purchaser as to the quantity of contents, even though the actual quantity be stated on the label.

If an alibi can be established for the premiumized package we may proceed to explore the value of this medium as a trade mark displayer. First and foremost of the virtues of the average premiumized package in trade mark perpetuation is the longer "life of the special

package". As our readers realize, the ordinary low cost, lightly constructed carton or other container is apt to be thrown away as soon as the contents have been exhausted, if not before. It does its work as a poster and trade mark signboard amply and well, on the store shelf or in the show window. But its tenure is brief after it goes into the private home. Yet, is the performance of suggestive duty in the household of no little importance if consumers are to be made brand conscious and the way paved for repeat orders in kind.

In contrast to this touch-and-go contact by the standard package there is the endurance of the premiumized package. If the maker of a fancy package has a nice regard for artistic proprieties he may hesitate to display his trade mark as flamboyantly on his premium package as he would on a conventional container. But what the mark will lack in eye filling ability it will more than make up in its capacity for reiteration, which is of course the very essence of advertising. To the extent, too, that premiumized packages are employed for gift, presentation and "occasional" purposes, the trade mark on the show package may bring the identity of its product to the attention of recipients who have not previously been acquainted with the brand and who may emerge into permanent customers.

No matter to which of the several types or classes of premiumized packages an item may belong it is capable of introducing a trade mark under especially favorable circumstances. But for the sake of suiting the technique to the environment it may be well to consider separately the several versions of the premium package. First of all there is the package designed solely to "sell on its looks"—the art package that is dolled up to make it look like a gift. In an ornamental, decorative layout, a trade mark cannot dominate the picture. But a place may be found for the brand mark where it will, by the very luxury or elegance of its surroundings, take on the significance of a quality mark.

A second class of premiumized candidates comprises the wide range of what are known as "reuse" or "after use" containers. Here the plot is to premiumize the package by providing a receptacle that after the original contents have been consumed may be converted into a permanent receptacle, of general or particular usefulness in the home. As an off-

shoot of this type, and particularly alluring in its potentialities of trade mark exhibitionism, is what is known for lack of a better term as the home service package. The intent is to provide in lieu of the cheapest carrier that can get by a better grade package that performs a service or storage function in kitchen or pantry for an indefinite period. Always with its trade mark badge in plain sight.

Of all the varieties of premiumized packages there is none, perhaps, where intimate trade mark association or background—identification is more important than in the case of the utility package or "convenience" container. The ideal in this pattern is the package which is, say, fitted with a superior reseal facility that will preserve the contents; or has an extra added attachment which cuts up the contents evenly. Or, yet a self measuring device that apportions servings automatically. The housewife naturally devotes more attention to a kitchen-helper-package than she does to the package which is merely a deliveryman, to be dismissed as soon as it has fetched and carried. Therefore the trade mark which looks out from a convenience package is seen for a longer-than-ordinary period and stirs feelings of gratitude and good will in proportion as the usefulness of the package favorably impresses the user.

Attorneys Urge New Calendar

Calendar reform as a measure of economic reconstruction is being considered by the American Bar association, with a view to reaching an international agreement for a calendar to go into effect in 1939.

At a hearing of the association's committee on commerce recently in New York, the legislative procedure for changing the calendar was carefully reviewed. It was pointed out that "it is essential the new plan shall be put into effect in a year when there will be the minimum of transitional disturbances, and when the existing order of the days will be such as to maintain, during the transition, the utmost measure of chronological uniformity." Such a year, when Jan. 1 comes on Sunday happens to occur in 1939, and then not again until 1950. In other words, unless the change can be legislated for 1939 calendar reform will have to wait 17 years, until 1950.

The calendar reform which is most generally being supported is not the 13-month plan, but a revision of the 12-month year, in which the year is divided into equal quarters. Advocacy of this plan, known in America as the World Calendar, is under leadership of Miss Elisabeth Achelis of New York. Speaking at the association hearing, Miss Achelis said, "The increased cost of a 13-month year would be a serious item of expense in many directions. This would be an extra monthly closing of all accounts and tabulations, an 8% increase in billings and postage, 13 instead of 12 readings of meters, monthly rentals and

all other monthly operations in business, professions and homes."

In the World Calendar every year will begin on Sunday, and the sequence of weekdays in the months will be invariable.

The Bar association learns that the League of Nations will undertake its next international conference on calendar reform in 1935. The United States will participate fully in this 1935 meeting, it is announced.

Leadership in the international agreement for a new calendar is expected to come from America, England, France, Germany and Italy. "American opinion," Miss Achelis stated, "is rapidly crystallizing in favor of the World Calendar. The same plan under other names has already received the official approval of certain European nations and the semi-official support of others. We hope to be able to report before 1935 the full adherence of Great Britain, Germany and other leading nations. The Vatican is interested, and the Protestant churches are fully cooperative."

Contents of First Relief Chest

The following drugs and appliances are suggested for the plant's medicine cabinet. If there is no medicine closet in the plant, it may be convenient to know they will go into a box measuring 11x10x4 inches. Each of these should have its own place in the cabinet and should not be shifted. This rule will prevent mistakes, and a mistake in giving medicine is a very serious matter.

No. 1—Alcohol, 2 oz.—Alcohol is for external use, to relieve the pain of sprains, strains, bruises, etc., as a liniment, and to refresh and keep the skin in good condition during illness.

No. 2—Aromatic Spirits of Ammonia, 2 oz. (rubber cork).—Aromatic spirits of ammonia is a stimulant, and is useful to revive a fainting person or for shock or weakness. In addition, such a person should be made to lie down flat on his back with no pillow. This is so the brain may get plenty of blood.

No. 3—Castor Oil, 2 oz., 2 Bottles.—Castor oil is a mild purgative. Use half to one teaspoonful for infants, 1 to 2 teaspoonfuls for a child and more for an adult. As diarrhea is usually due to irritating, decomposing matter in the bowels, the best way to cure it is first to get rid of this by means of a purge. The effect of castor oil is slightly constipative afterward, but a laxative diet will remedy this. A drop or two in the eye helps in removing any foreign substance which may have lodged there.

No. 4—Seidlitz Powders, 12 in Box.—Seidlitz powders are a mild purge for constipation, sick stomach or bilious headache.

No. 5—Mustard, Powdered, 2 oz.—Mustard powders are taken a teaspoonful in a glass of lukewarm water to

cause vomiting. Either mustard or ipecac is a good remedy in convulsions in children.

No. 6—Syrup of Ginger, 2 oz.—Syrup of ginger is for cramp in the stomach and diarrhea with cramps. Dose, one third teaspoonful in a glass of water.

No. 7—Syrup of Ipecac, 2 oz.—Syrup of Ipecac is especially used as an emetic (to make one vomit) in croup in children. Dose, one teaspoonful followed by a drink of warm water. Also wring cloths out in hot water and put them on the child's chest and throat. Cover with dry cloth and change them as soon as they cool. Call a doctor.

No. 8—5-grain Bismuth Subnitrate Tablets, 50 in Bottle.—Four tablets powdered afford a safe remedy in diarrhea. It is better to give a purge first. After a free movement of the bowels, the bismuth should be given and repeated, when necessary, every 4 hours. The food is also very important in diarrhea. At first, eat nothing, then begin with boiled milk and gradually get back to ordinary diet.

No. 9—Carbolated Petrolatum, 1 Tube.—Carbolated petrolatum is used externally for burns.

No. 10—Boracic Acid, 3% Solution, 2 oz.—Boracic acid is dissolved in water. It is useful as an eye wash. Use it freely, with an eye glass, as a bath.

No. 11—Chlorate of Potash.—Dissolve one tablet slowly in mouth for sore throat.

No. 12—Soda Mint.—This is used in case of indigestion.

No. 13—Oil of Cloves.—For toothache—a drop on cotton in cavity. Don't think because this stops the pain that your tooth is all right. On the contrary, you should see a dentist as soon as possible for the pain shows you have an exposed nerve through decay. Brushing the teeth night and morning will do much to prevent decay and exposure of the nerves of the teeth.

No. 14—Talcum Powder.—For all inflammations and irritations of skin.

No. 15—Antiseptic Gauze.—To cover wounds.

No. 16—Gauze Bandages.—To hold wound dressings, splints, etc., in place.

No. 17—Red Cross First Aid Outfit.—Iodine and collodion are also necessary.

New House Organ For Pacini

To contact regularly the various executives throughout the nation Pacini Laboratories, Inc. of Chicago started in August publication of a monthly house organ entitled "Executives' Bulletin." Its purpose is to place before executives authoritative information that will aid them in keeping up with the modern trends and developments of newer research activities.

The first issue was a 4-page pamphlet featuring articles on flour, coffee, fish and preservatives. It will be mailed free to executives requesting it.

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

"He Labors Least and Produces Most Who Cooperates"

... A Manufacturer Dreams a Strange Dream ...

By JAMES EDWARD HUNGERFORD

William Templeton Boggs, macaroni manufacturer, was a howling advocate of "cooperation." He thought about it, talked about it, dreamed about it; orated, exhorted, expounded upon the subject whenever and wherever his fellow macaroni manufacturers would give him ear. His enthusiasm was such you would have thought he INVENTED the word. He tossed it about like a basketball, slammed it like a baseball, and kicked it around like a football.

But never was HE the audience. No, sir! If anyone had anything to say on the subject, the speaker was Boggs. What he knew about cooperation would have filled a library. What he didn't know wouldn't have filled an evetoth. When holding forth on his favorite topic before his fellow macaroni manufacturers, he was Washington at Concord, Patrick Henry at Philadelphia, and Lincoln at Gettysburg. He was as strenuous as "Teddy" Roosevelt, as aggressive as Senator Borah, as masterful as Mussolini, and as dominating as Simon Legree.

When he pounded a speakers' table at a macaroni manufacturers meeting, the water glasses shattered, water sloshed out of the pitcher, and the audience shook. When he pointed a finger at his listeners it had the effect of a 6-shooter in a stage coach holdup, or a machine gun in a gangster war. When he shouted the word "cooperation," furniture creaked, window panes rattled, and plaster fell. He was thunder-an'-lightnin', a typhoon, cyclone, earthquake, and simoon rolled into one.

In brief, this was his platform: "Whatever my political affiliations are, the same must be yours, or nobody worth while will be elected to anything. Whatever religious dogma or creed I adhere to must be yours, or nobody will inherit the Kingdom—but ME. Whatever my business ethics are must be yours, or business will go to the bowwows. I am the truth and the way in the macaroni manufacturing business—follow ME!"

This was his platform, and he stood upon it solidly and stolidly, stampeding all opposition, including any other macaroni manufacturers who might have suggestions or amendments to offer.

Yet somehow he always forgot to pay his association dues when due, and had to be dunned; never attended "get-togethers" of his clan, unless HE was the chief speaker; ignored business meetings, unless he was invited to expound "cooperation"; neglected to pay his bills

promptly, and in a business deal it was ALL Boggs—and to heck with other manufacturers!

One afternoon, when soothing summer breezes wafted into his office through open windows, he fell asleep at his desk, and dreamed a strange dream.

He dreamt he had been transported to the Pearly Gates!

Without hesitation Boggs approached the Celestial Gatekeeper and whacked him familiarly on the back.

"Open the gate, Pete!" he ordered brusquely. "Where is Gabriel and the rest of the band? I supposed they'd be waiting to greet me when I arrived in the Fiery Chariot! Not even a saxophone solo to welcome me! You folks don't seem to cooperate very efficiently up here! Whenever a great man on earth returns to his home town, a band is at the depot to meet him, and—"

"I'm sorry," interjected Saint Peter gently. "What part of the Universe do ye come from, my son?"

Boggs stared in amazement.

"Why, from the earth, of course!" he retorted. "The United States of America!"

Saint Peter seemed puzzled, then suddenly brightened. "Ah, yes, I remember now. That's the little world where George Washington, Abraham Lincoln, and—"

"I came from!" interrupted Boggs. "Surely the Recording Angel has told you about William Templeton Boggs of Hohokus, Ohio? Why, I'm the man who—"

Saint Peter lifted a hand, silencing him. Swiftly he ran his benevolent gaze over the Heavenly Scroll, then sadly shook his head.

"That name is not here, my son," he announced gravely.

"Impossible!" shouted Boggs. "Why I'm the man who talked at dozens of macaroni manufacturer get-togethers on the subject of COOPERATION! My name was as well known on earth as any

Macaroni in Line



The macaroni industry is solidly behind the administration in its endeavor to pull the nation out of the business depression that for nearly 4 years has adversely affected all trades. In the city of Louisville, the Kentucky Macaroni company was one of the first to announce its willingness to adopt and follow a code when in a drive lasting less than one week, 100% of Louisville's industries joined the N.R.A. In celebration of the event, the business people staged a parade on Tuesday, Aug. 1 in which 30,000 workingmen and business leaders took part. There is shown here a picture of the float entered by the Kentucky Macaroni company, which was one of the most beautiful and emblematic of the 250 floats that helped make up that section of the parade. "The enthusiasm of the crowd exceeding 100,000 people was genuine and inspiring," says E. W. Pica, salesmanager of the macaroni firm in commenting on the event.

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macaroni manufacturer who ever talked three hours at a stretch without pause, or a drink of water! The name Boggs should appear near the head of the list, under the B's! If my name is not on that Scroll, the Recording Angel is playing a joke on you! Throw open the gates!"

He seized the jasper studded gold bars, and shook them violently.

"Stop!" commanded Saint Peter. "No one enters here whose name is not on this Scroll. This is my authority for admitting those who sincerely cooperated on earth, and are worthy to tread upon the Streets of Gold, and twang a harp. I fear, my son, that enroute from the earth regions you inadvertently took the wrong road, and—"

"Just a minute!" blurted Boggs. "This—is this Heaven, isn't it?"

"It is," confirmed Saint Peter gravely. "Then—then if my name is not on that Scroll," stammered Boggs, "WHERE do I go from here?"

"Use your own judgment," said Saint Peter solemnly. "As far as I am aware, there is only one other place."

"You—you mean—" exclaimed Boggs in horror. "You—you mean—"

"GO TO THE DEVIL!" shouted a voice . . . and Boggs woke up with a gasp, to find himself at his office desk! The voice that had awakened him had come from the street—a truck driver in altercation with a taxi driver.

Boggs stared about dazedly, and his

stenographer entering the office a minute later found him in a state of collapse.

Now Boggs is cooperating in earnest, while here on earth.

No more window speeches and oratorical hocus pokus. He is meeting his obligations promptly, has cut out ruthless business methods and price slashing tactics, and gives attentive ear to what other macaroni manufacturers may have to say at business get-togethers.

"Cooperation" has ceased to be just a WORD with him. He has entered into the SPIRIT of it, and his name is being graven on the immortal "Scroll of SERVICE."

(All rights reserved)

Helps Manage the Nation

Mrs. Roosevelt is to edit a department for women in the Woman's Home Companion to be known as "Mrs. Roosevelt's Page" which is to consist mainly of answers to letters which come to her in a constantly increasing stream. She will begin her new work with the August issue.

This is the kind of precedent breaker that has come to be expected from the present administration. It is an indication of the part which Mrs. Roosevelt is taking very gracefully and effectively in managing a nation and guiding it on the road to recovery.

Every woman in the country will be interested in what Mrs. Roosevelt has to

say, not only because she is the President's wife but also because she is a woman of broad vision and fine intelligence. It matters not what she discusses, be it thrift menus or poor mothers,—she has some worthwhile thought to give out on any subject.

As a leader among women, and a woman whose opinions are widely respected, she with her pen will be influential in molding public thought toward the goal of better things. This is clearly the opinion of official and unofficial Washington, which is getting quite used to the breaking of ancient precedents and is even beginning to like it.

In the announcement of her new venture into the editorial field, it is stated:

"Mrs. Roosevelt desires to conduct a forum where all ages may meet, a department for discussion of all sorts of problems which come up in the daily life of men, women and children. For years she has been getting letters from all over the United States and she has often thought that the situations and needs thus brought to her attention could be usefully discussed before a larger audience. Through the pages of this department Mrs. Roosevelt will become the personal adviser of American women everywhere."

"We ought not to look back unless it is to derive useful lessons from past errors and to profit by dearly bought experience."

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



Italians Know Their Macaroni

Italy, the country from which macaroni products were first introduced to the modern world, is determined more than ever to insure its people that macaroni sold and consumed in that country will be sold solely on its merit as a food. The Italian King, Premier Mussolini and the entire ruling force of that country have revamped the laws pertaining to alimentary pastes as they still prefer to call this food, making it compulsory to label the products in accordance with the raw materials used in their production, even to retailing them separately. No semblance of evasion will be tolerated.

The new rules governing the manufacture and sale of macaroni products went into effect June 22, 1933 as announced by the Italian officials through the columns of *La Panificazione*, the technical periodical of the alimentary paste industry in that country, edited and directed by Ing. Arnaldo Luraschi, published monthly in Milano, Italy. Macaroni made from semolina under the new regulations alone can be labeled as "semolina macaroni" while that made from other flours and low grades must be labeled "common or ordinary" macaroni. Likewise, all egg noodles must contain not less than 5 whole eggs for every kilogram of semolina, practically the same percentage of egg required under the U. S. regulations.

The Order of the King issued in the Aug. 15, 1933 number of *La Panificazione* was translated from Italian into English by Director Joseph Freschi of the National association as published herewith, for the purpose of advising American manufacturers what consideration is given macaroni products by the country of origin and by people WHO KNOW THEIR MACARONI.

Discipline in the Sale of Alimentary Paste
Victor Emanuel III
By the Grace of God and the Will of the People, King of Italy.

With the approval of the Senate and Chamber of Deputies, we have approved, sanctioned and promulgated as follows:

Art. I—Alimentary pastes, dried in their types, manufactured exclusively with semolina, must be commercialized and sold in the Kingdom under the denomination "pasta di pura semola."

Alimentary pastes, in their divers types, manufactured exclusively from flour, must be commercialized and sold in the Kingdom under the denomination of "pasta comune" or second grade macaroni.

Art. II—The alimentary pastes, as set forth in the preceding article, when sold at retail stores must be kept on separate shelves and under such product must be posted in plain letters, a card with the denomination of the two types of macaroni.

Art. III—It is strictly prohibited to add to the macaroni any foreign substance that may modify the composition and the natural color of the product. The sale of any type of alimentary paste, artificially colored, is not admitted in the Kingdom.

Art. IV—It is permissible to manufacture and sell "pasta speciali" with gluten, malt, eggs, vegetables, tomatoes, and meat, provided these are prepared exclusively with semolina. These products must also be kept on separate shelves in retail stores and must be posted with a large card, plainly showing

their denomination as follows: "pasta speciale" with gluten, malt, eggs, etc.

Art. V—The alimentary paste, sold under the denomination of "pasta or pastina glutinata" must not contain less than 25% of proteic substance (azoto 6.25) in dry substance. Said substance proteiche corresponds to the quantity of gluten contained in the semolina used, plus that added to obtain the special type of paste.

Art. VI—By egg paste is meant the product obtained by adding to the dough not less than five whole eggs for every kilogram of semolina.

Art. VII—All rulings, contrary to those contained in this present Law, are abrogated.

Art. VIII—Unless the facts do not constitute a greater offense, those who manufacture and offer for sale alimentary paste, not corresponding to the regulations of the present law, shall be punished with a fine of from 500 lire to 5000 lire.

The Minister for the Corporations, in harmony with the Minister of the Interior for Agriculture and Forestry, and for Grace and Justice, is charged with making known the regulations eventually necessary for the application of the present laws.

Art. I—The rules, contained in the present laws, will become effective on the day successive to the publication in the *Official Gazette* of the Kingdom.

For the purpose of disposing of all existing stocks, the manufacturer and retailer is allowed the maximum term of three months from the date of the above publication.

We order that this enactment, bearing the seal of the State, be inserted in the official law records and decrees of the Kingdom of Italy, forwarded to whomsoever is concerned to observe it and make it be observed as the law of the State.

Dated at San Rossore, June 22, 1933—Anno XI.

VITTORIO EMANUELE
MUSSOLINI—DE FRANCISCI
ACERBO—JUNG

Translation from the Italian by Jos. Freschi, St. Louis, Mo.

Attractive Macaroni Exhibits

In the exhibition of food products usually distributed by the store-to-store method encouraged by the National Food Distributors association held last month in connection with its annual convention in Chicago, egg noodles were much in the limelight. All the firms that annually display their products were there with most attractive exhibits and also several new exhibitors that plan to exploit that field of distribution.

Secretary E. J. Martin of the Distributors association reports it was not only the largest convention in attendance but was notable for action taken and interest shown in the exhibition. Among the macaroni and noodle firms that exhibited their products in attractive booths were:

Traficanti Brothers, Chicago.
The Foulds Milling Co., Libertyville, Ill.
I. J. Grass Noodle Co., Chicago.
Chef Boiardi Food Products Co., Cleveland.
F. L. Klein Noodle Co., Chicago.
Pfaffmann Egg Noodle Co., Cleveland.
Emm-an-Cee Company, Chicago.

The Continental Bag and Paper company had a beautiful display featuring noodle bags; the Chicago Macaroni company and the Viviano Macaroni Manufacturing corporation displayed their

products in connection with other exhibitors.

The Distributors association adopted a code of fair competition to be presented to the administration early in September.

Du Pont Manual on Fumigation

Under the title of "Standard Practice for Fumigating with Hydrocyanic Acid (HCN) Gas Generated from Cyanegg" there has been issued a comprehensive manual prepared by the technical staff of the R. & H. chemical department of E. I. du Pont de Nemours & Company, Wilmington, Del.

This manual discusses atmospheric fumigation vaults and the control of insects infesting raw and manufactured products. The subject matter follows a logical arrangement under such headings as Cyanegg fumigation, atmospheric fumigation chambers, materials for Cyanegg fumigation, operation of the fumigation chamber, fumigation procedure, exposure period, ventilation, storage of goods after fumigation, fumigation precautions and gas masks.

The second section of the manual treats of common insects infesting stored products and lists them according to the products they infest.

Other manuals issued recently cover standard practice for fumigating industrial structures, and domestic fumigation for the control of household insects.

A Triple Coder

Business men who have experienced the trials and tribulations incidental to adoption of one code will hardly envy Alex S. Klein of the Klein Noodle company, Chicago, who is vitally concerned in the adoption of 3 codes that affect his output. Alex specializes in pretzels and in potato chips in addition to egg noodles, his standby, and since the macaroni convention in Chicago last June he has made frequent trips to Washington in the interests of these several codes. On Sept. 9 he was again in the nation's capital offering help as far as he was able in getting a formal hearing date for the macaroni code. He writes "Tried to contact President Hoskins of the National Macaroni Manufacturers association and the remainder of the Macaroni Committee and found they were in conference planning for a strenuous Monday."

Racketeers

The National Recovery administration has issued another warning against racketeers who have observed the tremendous success of the Blue Eagle drive and are trying to cash in on public enthusiasm. The latest word was from Omaha, Neb.; the local NRA committee notified the home office here of 2 men, traveling through the country in a 1932 Chevrolet sedan, soliciting signatures for the NRA and charging signers \$2 each for the privilege of signing and a monthly payment of \$1 each.

Patience and Good Faith Needed

(Continued from Page 3)

operative endeavor. The President has described it as the "cooperation that comes from public opinion and from conscience." It ought to proceed as such, without the suggested need of any form of compulsion.

It should be stressed that the spirit of this endeavor is of the mutual, twofold kind. Hasty and unfounded complaints are as out of place as designed evasions. The recovery program is a test of unselfishness on the part of both employer and worker. Both must be willing to go along with it if the outcome is to be successful. Let the program have a fair trial.

Conditions in the Macaroni Industry could hardly become worse than they have been in the last three years. Don't be stampeded by the few "chiselers"—they will get their just dues in time. Play the new game straight under the temporary code, and pull determinedly for the early approval of the Code for the Industry.

BY THEIR NAME

In Spain they call bull throwers SENORS; here they call them SENATORS.

ROMEO FLOUR

The High Protein Patent Kansas Hard Wheat that Macaroni Manufacturers desire

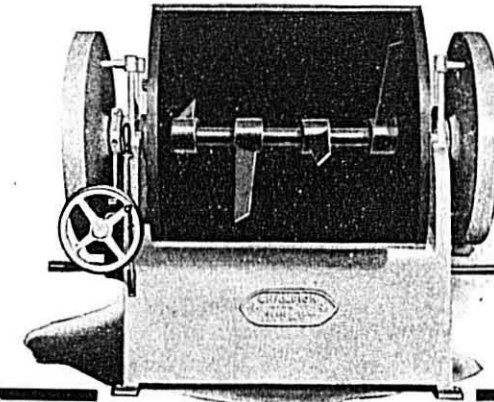
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Save money by using ROMEO
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big dividends.

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

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

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

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

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

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JOLIET, ILL.

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

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City and State.....

MACARONI TRADE NEWS

Returns From European Trip

Bart Viviano, son of semolina salesman L. A. Vagnino of New York, has returned from a 3-month trip through western Europe and the British Isles, the tour being a gift from loving parents in honor of his graduation from Cornell university last spring. Bart was an All-American last fall, being one of the outstanding half backs of the country and the outstanding player in the famous Cornell football team for several seasons. He returns to Cornell for a post graduate course and as a side line will act as assistant coach in the back field.

Office Force Picnics

The Commander-Larabee corporation office force, forgetting business worries momentarily, enjoyed an afternoon picnic at Christmas lake early in the month and made it a day by attending a dinner dance that evening in the Radisson hotel of Minneapolis.

To Handle Price Account

The Harry M. Frost company, Boston advertising agency has been appointed by the Prince Macaroni Manufacturing company of that same city to handle its advertising, particularly in the fall campaign when the macaroni firm plans a newspaper and radio publicity program.

Plans New Seattle Plant

The Seattle Macaroni Manufacturing company, Seattle, Wash. is planning to build a plant this fall at Dearborn and Corwin Av. on the site recently purchased. The land fronts on Dearborn st. with a 112-foot frontage and comprises a tract of about 17,000 square feet. Expanding business is given as the reason for acquiring the new property and for the contemplated larger plant, according to D. Pegano, secretary-manager of the macaroni company.

Resigns as Vice President

At the last meeting of the directors of the Kentucky Macaroni company Vice President Romano Rosa resigned his office and severed his connection with the company, according to official announcement made by the president of the firm, Joseph Viviano. The stock held by the retiring officer amounting to 33 1/3% of the entire capital stock was purchased by Mr. Viviano, who thus becomes the heaviest stockholder of the Kentucky firm.

Association Officials in Washington

Glen G. Hoskins, of Libertyville, Ill. president of the National Macaroni Manufacturers association, Louis S. Vagnino, of St. Louis, Mo. vice president, and William Culman, association director from Long Island City, N. Y.

were in Washington the second week in September conferring with administration officials on the macaroni code. In that duty they were ably assisted by Representative B. R. Jacobs.

Wood Box Plant Enlarges

Rathbone, Hair & Ridgeway company, manufacturer of macaroni wood boxes and shooks at 2138 Loomis st., Chicago has purchased the Dearborn Paper Products company plant at 800 Rees st. in the same city thus getting an entry into the paper box business in connection with the wooden box business that the company successfully operated for years.

La Rosa Plant Shaken by Blast

Terrified by a series of explosions accompanied by the crashing of shattered glass from hundreds of window panes, scores of residents near the V. LaRosa & Sons plant at 11th and Kent av. Brooklyn, N. Y. rushed into the streets just before 3.00 a.m. Aug. 31 to find the only macaroni plant that had up to that time gone under the NRA almost wrecked by the blast.

Officials could advance no reason for the crime. The firm had recently added 60 employees to its roll, working the men and women in two shifts as necessitated by the maximum weekly hour phase of the Macaroni Code. One shift starts at 6.00 a.m. working till 2.00 p.m., the second shift starting at 2.00 p.m. and working through to 10 p.m. The minimum wage in the plant is \$14 a week and ap-



The snapshot of President G. G. Hoskins (right) and Vice President Louis S. Vagnino (left) of the National Macaroni Manufacturers association was taken by E. J. Thomas, general salesmanager of Capital Flour Mills, Inc., Minneapolis, Minn., while passing through Chicago when the two officers were conferring on changes in the Macaroni Code and planning its favorable reception by the authorities at Washington, D. C.

parently all the employees were satisfied with all labor conditions.

It is thought that the blast was a prearranged affair aimed at terrorizing the owners into a more favorable attitude toward the attempts recently made to unionize the macaroni employes in that section. Most of the damage was done to the windows on the first floor, they occupying practically the entire wall being 12 feet square and making the factory practically a "daylight." Damage was estimated at several thousand dollars. Repairs were immediately made and the production of macaroni products resumed within several days of the mysterious blast.

Appoints Committees in Organization Setup

Anticipating early adoption of the Macaroni Code by the administration and believing that there is much preliminary work to be done to speed up the working of the Code when approved, President G. G. Hoskins of the National Macaroni Manufacturers association has appointed the following committees as required by the Code:

LABOR—V. Giatti, Chairman
 Jos. Freschi
 G. Guerri
 W. F. Villame
 FINANCE—E. Z. Vermlyen, Chairman
 R. V. Golden
 A. Gioia
 John V. Canepa
 STANDARDS—L. S. Vagnino, Chairman
 Jos. Freschi
 G. La Marca
 Wm. Culman
 STATISTICS—John V. Canepa, Chairman
 R. V. Golden
 E. Z. Vermlyen
 F. A. Ghiglione

In making his appointments President Hoskins explained: "It is essential that certain committee work be done prior to the formal hearing on our Code in Washington, therefore I am going to make the following temporary appointments from the Board of Directors so that all committee members will be present at said hearing and in advance thereof can work out by correspondence the problems confronting us. Remember, these appointments are temporary but nevertheless I wish every member to take his job seriously since his selection was made on account of his special ability to contribute advice and constructive thinking."

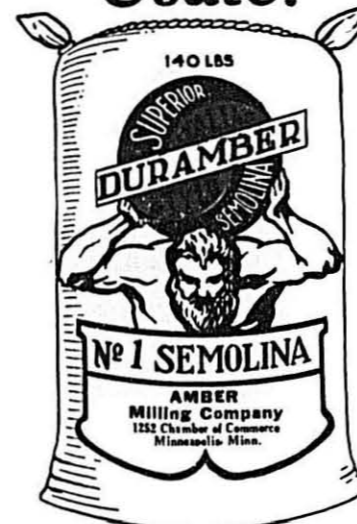
Machinery Firms Sign Code

Pending acceptance of the Bakery Equipment Manufacturers association code under which it is classified, President W. E. Fay of the Champion Machinery company, Joliet, maker of dough breaks, egg noodle machines and flour blending outfits has announced to the trade that his firm has signed the President's Recovery Agreement. The company is complying fully with all the provisions of the temporary code.

Honor lies in honest toil.

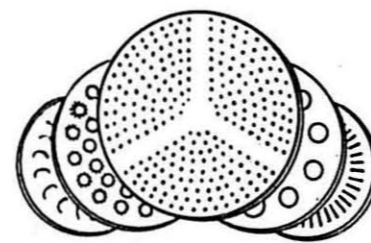
Volete Una Pasta Perfetta E Squisita

Usate!



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

FOR
 QUALITY SERVICE



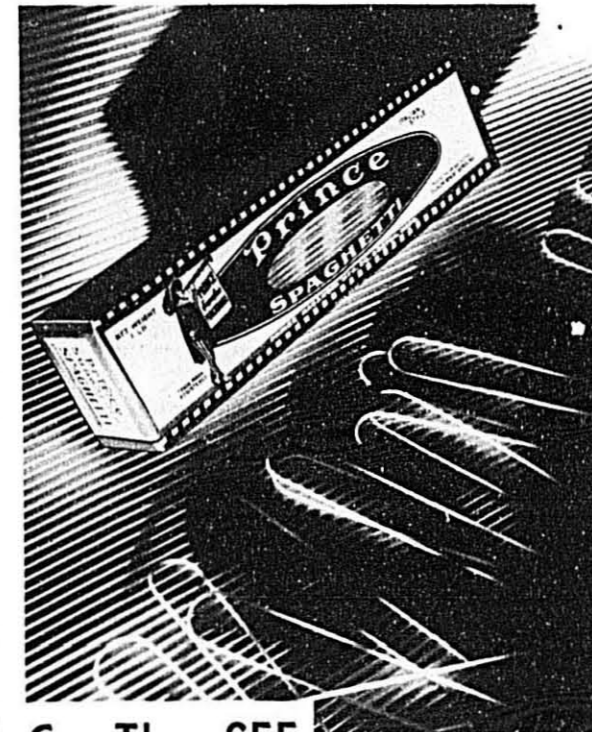
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 Steady, Dependable Production of Uniform
 High Quality Products is the Most Important
 Quality to be looked for in a Die.

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 Though Our Salestalk May Fail to Convince
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SLOW movers gain speed... fast movers sell and repeat faster than ever under the tremendous merchandising power of visible packaging. Small wonder manufacturers and distributors of macaroni products are switching in ever-increasing numbers, to Rossotti's Window Cartons and Wrappers.

Rossotti was among the first to manufacture folding cartons and wrappers using cellophane "windows." Now, they are produced in large volume by exclusive, patented methods and machinery... methods that insure a successful, practical package that in no way disturbs present packaging operations or equipment.

Dress up your packages. Get a bigger share of the business. Investigate the greater sales possibilities of Rossotti's Window Packages. Or, ask for samples of complete set of twenty-one beautifully designed and colored STOCK LABELS. Suggestions, sketches, or estimates on your present package are yours for the asking. We'll redesign or modernize it if you say the word. Address Department M-2, please.

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ROSSOTTI
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 121 VARICK STREET, NEW YORK CITY

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 August 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:

Five Minute

The trade mark of Roman Macaroni Co., Inc., Long Island City, N. Y., was registered for use on noodles. Application was filed Feb. 27, 1933, published June 6, 1933, and in the August 15, 1933 issue of THE MACARONI JOURNAL. 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 appear 2 chefs holding a plate of steaming noodles.

La Forza

The trade mark of D'Amico Macaroni Co., Inc., Newark, N. J., was registered for use on macaroni. Application was filed March 29, 1933, published May 16, 1933, and in the June 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since July 1929. The trade name is in large type.

TRADE MARKS APPLIED FOR

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

Primrose

The private brand trade mark of Griggs, Cooper & Co. doing business as Sanitary Food Mfg. Co., St. Paul, Minn., for use on macaroni, spaghetti, noodles, vermicelli and other groceries. Application was filed April 12, 1933 and published Aug. 1, 1933. Owner claims use since Oct. 1, 1899. The trade name is in large outlined type.

Lomco

The trade mark of Joseph J. Lomonaco doing business as Dallas Macaroni Mfg. Co., Dallas, Texas for use on dried macaroni, spaghetti and vermicelli. Application was filed June 12, 1933 and published Aug. 1, 1933. Owner claims use since June 1, 1930. The trade name is in large outlined letters.

Cardinale

The trade mark of Cardinale Macaroni Mfg. Co., Inc., Brooklyn, N. Y. for use on macaroni. Application was filed June 1, 1930 and published Aug. 15, 1933. Owner claims use since Sept. 1, 1932. The trade name is in black outlined letters written

to the left of the rectangle. To the right appears several notations to which no claim is made.

Realm

The private brand trade mark of Household Products Co., Chicago, Ill. for use on macaroni, noodles, spaghetti and other groceries. Application was filed April 20, 1933 and published Aug. 22, 1933. The owner claims use since Nov. 28, 1932. The trade name is in large black type.

LABELS

Tu-Noodles

The title "Tu-Noodles" was registered Aug. 15, 1933 by Westgate Sea Products Co., San Diego, Cal. for use on a product consisting of tuna fish and noodles. Application was published Sept. 30, 1932 and given registration number 32553.

"It is the duty of every man to protect himself and those associated with him from accidents which may result in injury or death."

Cheese Becoming More Popular

"Macaroni and Cheese" or "Spaghetti and Cheese" is a tasty and nutritious combination of 2 good foods that blend naturally, so much so that they may almost be termed "companion foods" as the well know bread-and-butter, coffee and-milk and similar combinations. Macaroni manufacturers always feature either or both recipes in their suggested use of their products, because in them there is introduced the choicest portion of the grain and of milk.

"Cheese has never received the place it deserves in our diet as an almost perfect food," says Charlotte E. Field, chef and food manager of the luxurious Hotel Lexington in New York, the only woman chef in any New York hotel.

"I am beginning to see a change, however, in the attitude toward cheese. For the past 2 years there has been a steady increase in the use of cheese among those I serve. I think this has been due to the growing realization of its real food value. Doctors tell us that milk is a perfect food. Well, it seems to me that cheese is simply milk with the water pressed out of it but with some additional food qualities of its own. Men and women in about equal proportions order cheese in increasing numbers instead of sweets and heavy starch des-

serts. Possibly one reason for this is the greater variety of cheeses available today, whereas our forefathers had only a few types from which to select.

"Looking over our cheese orders of the past 2 years I find that Liederkranz, Camembert and Swiss cheese are by far the most popular in the order named, with Liederkranz leading by a wide margin on account of its full flavor without sharpness.

"After those 3 come some of the harder cheeses such as American, Holland and one or two varieties from Italy and France. Then come the salty cheeses of which Roquefort is by far the most popular, followed by the stronger cheeses led by the powerful Limburger. Our beer orders are usually accompanied by demands for Liederkranz, Camembert and Swiss. Our macaroni and spaghetti demands Parmesan or Roman cheese.

"Since it is possible to serve cheese in so many delightful recipes in addition to its use as a direct article of diet, I am hoping the American public will for the sake of its physical well-being take a greater interest in this fine food product. I don't know whether the Bulgarians and the natives of other Balkan states live to be almost as old as Methuselah because of their cheese diet or because they are free from the hectic excitement of modern life in other countries. I am sure, however, that the cheese is a contributory cause."

The Italians prove the health value of macaroni, cheese and tomatoes, a favorite combination in Sunny Italy, where cheese consumption is very high per capita and where spaghetti and the numerous other forms of macaroni products are consumed annually on the basis of more than 50 lbs. per person. Rare indeed are the days when macaroni in some of its delightful combinations fails to appear in the menu of the normal Italian family.

LOTS OF US

"See that poor dog chasing his tail?"
"Poor little cuss! He is trying to make both ends meet."

She dieted and dieted until finally she was so thin she could go through a flute without striking a note.

THE CAPITAL TRIO



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

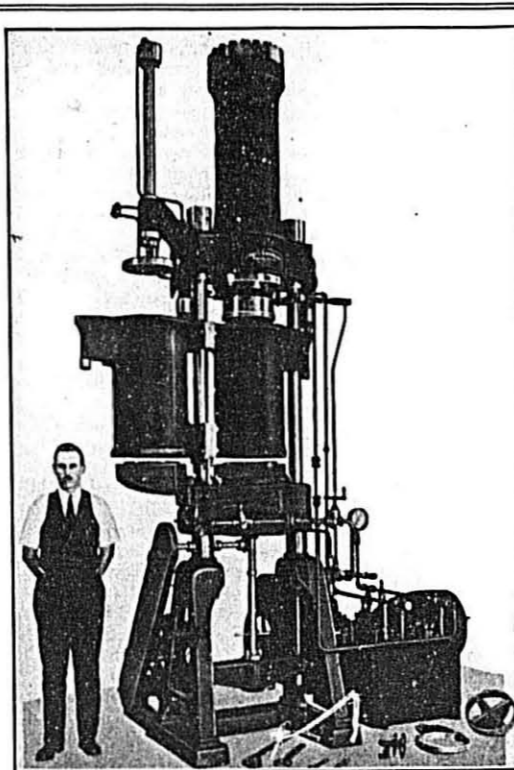
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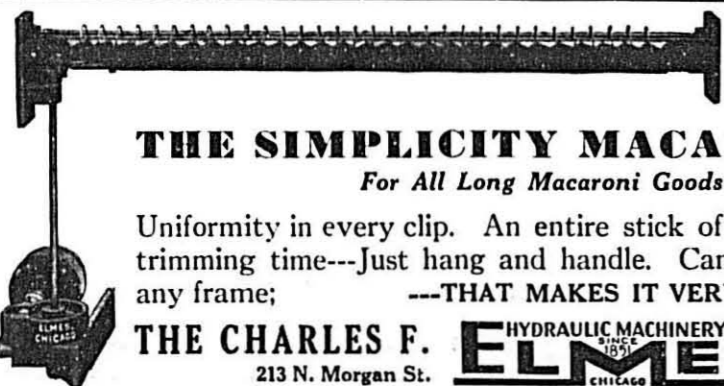
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THE CHARLES F. **ELMES** ENGINEERING WORKS
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New York NRA Fighting Strikes

Encouraged by strikers in the garment trade other workers have appealed to the NRA officials of Greater New York seeking better working conditions, particularly employees in plants that have delayed in signing the blanket code or having done so are slow in putting its provisions into operation. Grover A. Whalen, chairman of the New York emergency reemployment committee fears that strikes and threatened strikes will greatly hamper the normal functions of his committee.

Early in September the strikers in that city had numbered nearly 25,000, the garment workers leading the dissatisfied groups with a total of 15,000. Among others were 700 artificial flower makers and several hundred macaroni manufacturers. Impartial observers report that much of the unrest is due to the fact that union leaders are taking advantage of the situation in cases where industrial codes have not been formally adopted and are calling strikes with a view of strengthening their union's position, increasing membership or organizing new unions.

About 200 employees in macaroni and noodle plants in Greater New York had joined the ranks of the strikers during the second week of September. They are demanding recognition of their union by the employees organization, the National Macaroni Manufacturers association and a reduction of the output per man from 5000 lbs. in a 10-hour day to 3640 lbs. in an 8-hour day.

In the New York district there are more than 50 fair size plants employing approximately 2000 workers and many smaller ones that are family operated. The strike is not popular and the output of the well equipped plants has not been seriously affected by the walkout of the small proportion of dissatisfied workers.

Food Distributors Master Code

After weeks of study and preparation the 7 associations engaged in food distribution finally agree upon a master code for presentation to the government. It is truly a compromise of many views on many subjects and a splendid example of coöperation for the welfare of all concerned. No date has yet been set for a formal hearing thereon.

Among the sections that occasioned much discussion were the ones defining the several terms, such as "Grocery Manufacturer," "Food Broker," "Wholesale Grocer" and "Retailer"; also those dealing with advertising allowances, discounts and markups.

Paul S. Willis, president of the Associated Grocery Manufacturers of America, was chairman of the code committee which included representatives of the following other associations: National-American Wholesale Grocers association; Voluntary Group Institute; Na-

tional Food Brokers association; National Association of Retail Grocers; Retailer-owned Wholesale Grocers Association and the National Chain Store association.

To Make Agreements Effective

To put into effect the terms of trade agreements approved by the Department of Agriculture under the Agricultural Adjustment Act, a licensing and enforcement section has been set up and is functioning with headquarters in Washington. George Carlson of Detroit is chief. His experience includes executive work in the manufacturing and sales fields of American concerns, both at home and abroad.

The section's accounting activities are handled by a department headed by Dr. Charles Reitel, formerly of the Bureau of Agricultural Economics. Legal problems are handled by a staff of which J. H. Lewin, Baltimore attorney is head.

The district offices already established are: San Francisco, Brice M. Mace, Jr. in charge; Chicago, C. B. Spoffard in charge; Kansas City, Frank Baker in charge. Offices are to be opened in New Orleans, New York and Philadelphia.

Foster to Aid Willis

To help Paul S. Willis, active president of the AGMA that association announced appointment of Hugh M. Foster for full time duty as his assistant.

The new assistant is well qualified for the position which he assumed last week. He was associate editor of the *Grocery Trade News* from the time of its inception and prior to that was the grocery editor of the *New York Journal of Commerce*, 1927 to 1930. He is experienced in the grocery organization field having once served as secretary of the New York Wholesale Grocers association.

Mr. Foster will devote his time largely to handling AGMA affairs for the industry groups associated with that leading association of grocery manufacturers, and giving special attention to the master code of fair competition which has been filed with the government.

CODE HEARING DATE SET

President G. G. Hoskins of the Macaroni Manufacturers association has wired Secretary M. J. Donna at Braidwood, Ill., from Washington, D. C., that the formal hearing on the Macaroni Code has been set for Sept. 22 in the Mayflower hotel in that city. The Association Directors will meet in the same hotel on Sept. 20 and a general meeting of the industry will be in the same place on Sept. 21 to plan a program of presentation of the macaroni men's arguments at the official hearing the following day.

Dyed Macaroni Has Its Use

While artificially colored macaroni and egg noodles are strictly prohibited by Federal statutes and regulations and by even more stringent state laws there has recently developed a use for dyed alphabets that is becoming quite the vogue, especially among children.

An ingenious hostess thought of using macaroni alphabets for decorating a birthday cake, coloring the alphabets with vegetable dyes to harmonize with the color scheme prevailing at the party or to contrast with the color of the cake or frosting. With the colored letters she inscribed the name of the honored guest, her age and endearing terms. The idea made quite a hit and soon became a fad.

Frozen Eggs Are Popular

Manufacturers of noodles and other egg macaroni products have gradually turned from dried eggs to the use of frozen eggs during the last 5 years. The steady decline in the use of dried eggs in the manufacture of foods of all kinds has been noted. The trend is attributed in some factories to the fact that by the use of frozen eggs the quality of the finished product was improved, despite the difficulties of handling frozen eggs as against the convenience of dried eggs.

Most of the leading noodle manufacturers of the country are now using either eggs freshly broken, or frozen eggs that are specially supplied the noodle trade.

Foot Injuries From Trucking

Platform trucks for transporting flour, "green" macaroni, dried and packed goods to and fro in macaroni manufacturing plants during manufacturing, drying, packaging and shipping processes have in recent years become most common in every plant in the country. Safety in the handling of such trucks was of little concern to plant owners until it was discovered many foot injuries resulted from the careless handling of such carriers. Other industries noted the same results. The National Safety Council was soon given another safety problem to study.

To eliminate foot injuries by truck wheels the council suggests 2 plans,—adoption of a guard or setting-in of the wheels to at least 5 or 6 inches from the edge of the truck platform. Where the type of equipment will not permit the setting-in, the guards should in all cases be insisted upon. In its study of the problem it was discovered that by far the majority of foot accidents involved the rear wheels of the truck and that injuries were most frequent at turns where the rear wheels do not "track" with the front ones, so it is especially recommended that the rear wheels be protected either by proper guards or in-setting.

The suggestion is a sensible one. The remedy is so simple, that superintendents of macaroni and noodle manufacturing plants should immediately order these precautions taken as a safety and accident prevention move.

Questions Answered on Association Angle of NRA

To clarify some of the matters about the effects of an Association Code on nonmembers of an organization about which there is some doubt and other provisions of the act, the following questions and answers have been released in explanation:

Typical questions occasioned by the national recovery act and their answers as given by Paul Kunning, secretary of the Chicago Recovery council, follow:

Q.—Are associations expected to set up enforcement machinery? How far may they go in this connection?

A.—Each industry is expected to set up its own enforcement machinery, establishing an unfair competition bureau or similar organization authorized to prevent in the first instance violations of the industry code and to adjust complaints. Whenever appropriate, the use of arbitration facilities should be encouraged. All reasonable means, including the posting of bonds, or deposits, may be employed by such enforcement agencies in policing the industry.

Q.—May nonmembers of the association be required to meet any part of the expense incurred by the industry in furtherance of the act?

A.—As the enforcement of the code is in the interest of the entire industry, each nonmember of the association may

be required to pay his proportionate share of the cost.

Q.—May an industry agree not to sell below cost?

A.—Industries not only may agree not to sell below cost (individual cost) but such agreements are desired by the administration. Any rule on this subject should set forth the various factors which must be considered in determining cost and be based upon the uniform cost system approved by the members of the industry.

Q.—Generally speaking, what provisions should be incorporated in an industry code?

A.—(a) Compulsory provisions as carried in section 7, a; section 10, b of the act.

(b) Standards of minimum wages and maximum hours.

(c) Industry stabilization program, including elimination of unfair competitive practices.

(d) Outline of enforcement machinery.

Q.—Must employees be consulted in the formulation of minimum wage and maximum hour standards?

A.—In an industry where labor is organized in whole or in part, mutual agreements on hours, wages, etc., is expected, but not necessary. The interests

of employees will be protected, by the labor representation in the industrial recovery administration whether labor in that industry is organized or not. Employees may appear and be heard at all hearings on industry codes with which they are concerned.

How Big Is a Man?

How big is a man? This interesting query has been answered by a clothing expert who resorted to the simple expedient of searching into records and discovering the various sizes of masculine wearing apparel sold in the greatest volume.

Charles F. Peters, style director for the Rogers Peet company took as a basis 15 years of clothing sales records to assemble a composite figure of the average American man. He found that such a person was 5 feet, 10 inches tall. That he wears a size 40 suit. This hypothetical man has a 35-inch waist, wears a 15½ collar and has arms 19 inches long. His legs are 32 inches long and he wears a hat size 7½. His socks are size 10½ and his shoes are size 7½C.

Shortly after the World war this American man's chest measure increased slightly, due to the influence of universal military training. At the same time his girth diminished. Peters declares that general abstinence from beer was the cause and the prediction now is that the average American man will have a more genial girth within a few years.

UNCHALLENGED CLAIMS

We claim to operate the largest and most up-to-date Plant.

To serve the largest number of leading Macaroni Manufacturers.

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The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE
 G. G. HOSKINS, President
 ALFONSO GIOIA, Adviser
 M. J. DONNA, Editor

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
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Vol. XV September 15, 1933 No. 5

Argentinians Like Journal

Besides being the official organ of the world's largest organization of manufacturers of macaroni products, the National Macaroni Manufacturers association, **THE MACARONI JOURNAL** has attained an international standing of which the organization and particularly its editor is proud. Corresponding personally with many leaders of the industry in foreign countries, Editor M. J. Donna has established friendly business and personal relations in many continents. An example of this relationship is shown in the following excerpts from a friendly manufacturer in Argentina:

Buenos Aires, Argentina.
 Mr. M. J. Donna, Editor and Secretary
 The Macaroni Journal,
 Braidwood, Illinois.
 Dear Mr. Donna:

This will acknowledge your esteemed letter for which I thank you.
 It has not been possible for me to write you before this, due to the fact that I have been up in the interior and caught there by the floods and rainy season.

Here in the River Platte, the macaroni industry is a big thing and very old. You must understand that the people of this country are really the Italians. Every line of industry, the cities and towns have been built by them; the wild pampas have been cultivated by them. They and the English have built the railroads of the Republic of Argentina. The Italians have been in this country for more than a century back and they brought with them from Italy their many trades and industries, planting them in this part of the world, where they have flourished, many, many of them having become immensely rich.

The macaroni industry, which the Italians introduced, has its history in this country. Here is also an organization known as "The Center of Manufacture," the Secretary of which has promised to give me a booklet outlining the progress of the macaroni industry

here in the River Platte, together with some photographs, which I will be glad to send you. The whole thing is in Spanish, as that is the language of our country. I suppose that you will want an English translation up there in the States, if so, I could get it done easily for you. Now that I am back on the job, I hope to find time to give this request of yours my attention in return, at least, for your kindness.

Believe me, yours very truly,
 P. B. KELLY.

"Object---Macaroni"

Rector, Famed Restaurateur of "Gay Nineties" Writes Stories of Great Masters

As the memories of champagne and chandeliers, fine women and rare men recede further and further in the memories of those who once patronized Rector's, the glamor grows. Surely dishes cooked in the restaurants run by George Rector and his father before him were beyond compare. Now Rector's cookbook brings the revelation of those culinary mysteries, as gripping a topic on many a hearth as the explanation of why the magician escaped uncooked from the oven that broiled the steak.

"A new generation rules the kitchen of the land," says an editorial note, "and to it this little book is dedicated—a generation still in long braided tresses when Rector's was entertaining its handsome silk hatted and Parisian frocked elders. To this generation Rector's is only a legend—an ornate gingerbreaded jim crack from the whatnot of yesterday—something that belongs with bicycles-built-for-two, pug dogs, bustles and leg-o-mutton sleeves, rubber plants, hansom cabs, and the Floradora sextette."

But to train this generation that tenderness that made vegetables bloom for George Rector in the "gay nineties" is passed on. "Wheat triplets," croons Mr. Rector of the limp spaghetti, macaroni and noodle family—"these wheat triplets come into the world all naked and bare—humble, helpless, unadorned, utterly dependent. Their future is entirely in your hands. So whenever time hangs heavy, get out your spices and condiments and see what you can do to dress up (even glorify) three of the least expensive foods you can buy."

Mr. Rector interlard recipes and cajoling with anecdote—"One night at Rector's," says he, "Larry Waterbury and Sidney Love, both famous sportsmen, were sitting before a dish of steaming macaroni. Sidney Love took great pride in making his own macaroni sauce. And this evening, with many flourishes and great ceremony, he was mixing up a most amazing creation in a silver chafing dish.

"All through this ritual a superbly gowned woman sat at the next table, her eyes glued on the remarkable sauce, spellbound at Sidney's dexterity.

"The men ate their macaroni and departed. The woman departed with her escort.

"The next day, in the personal column of the old *Herald* appeared this notice: "Will the men in evening clothes, sit-

ting before a chafing dish at a table in Rector's last evening, please communicate with the blonde who sat entranced at the next table. Object—macaroni."

Publicity Appreciated

At its successful convention in Chicago last month the members of the National Food Distributors association unanimously adopted a resolution of thanks and appreciation of cooperation given by the National Macaroni Manufacturers association in publicizing the event. The engrossed resolution forwarded to the macaroni headquarters in Braidwood, Ill. read as follows:

Chicago, Aug. 23, 1933.
 Mr. M. J. Donna, Secretary-Treasurer
 National Macaroni Manufacturers Ass'n
 Braidwood, Illinois.
 Dear Sir:

The following resolution was adopted by the members of our Association:
RESOLVED, that the 1933 convention of the National Food Distributors Association, Aug. 20-23, in the City of Chicago, herewith tender thanks and appreciation to the National Macaroni Manufacturers Association for the very generous assistance given by way of publicity and that a copy of this resolution be forwarded the publishers of its official organ, **THE MACARONI JOURNAL**.
 Very truly yours,
 Signed: J. A. Kennelly, Chairman
 Resolution Committee.
 Henry A. Lee
 P. M. Malkenr
 Harry Mosher
 L. C. Stulkins
 Attest: E. W. Rosenheim, President
 E. J. Martin, Secretary.

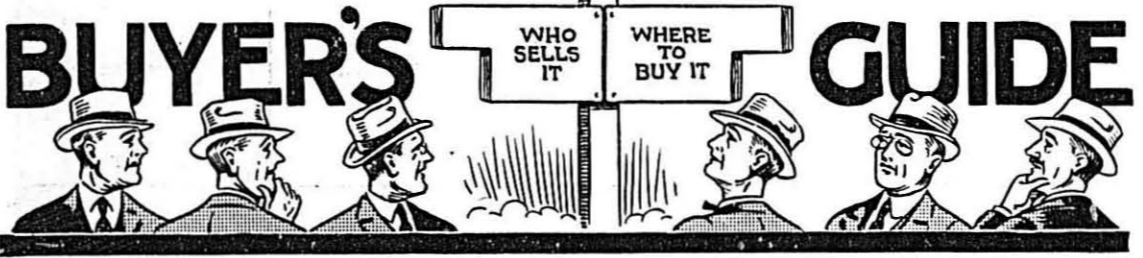
Circumstances are the rulers of the weak; they are the instruments of the wise.

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 OF KANSAS CITY, MO.
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(For addresses see advertisements in this issue)

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Is This Man Hired for a Year?

By Elton J. Buckley, Counselor-at-Law

This question might touch the experience of almost any reader hereof:—

Chicago, Ill.
 We are in a controversy with an employe of ours and it has been suggested that you might help us. This man entered our employ about six months ago at a rather high salary. We made a mistake as to his ability. He sold himself to us, and we were convinced that he was who we wanted, but in practice it hasn't worked out. He gets along poorly with the rest of our staff, and we have already lost a good man through him, and are threatened with the loss of another. He has good ability, but does not put it to good use, and altogether we would be better off without him. In the beginning he insisted on a contract and we gave him one. The part about his salary reads as follows:

3.—The party of the second part shall receive a salary of.....per year.

About a month ago we decided to ask for his resignation and he refused to give it, claiming that his contract meant for one year, and that we were obliged to keep him and pay him for that length of time. He said he had taken legal advice, and that is what his attorney told him. We consulted our own attorney, but he has been ill, and as yet we have not gotten any decided opinion from him. We did expect to keep this man indefinitely, if he had been satisfactory, but did not believe when we signed the contract that we had to keep him for any special time. Please advise us—are we stuck?
 E. M. Co.

Advising these good friends is a dangerous business without the whole employment agreement before me. If, however, it contains no salary provision except the one reproduced in this letter, then my opinion is that the employe is not hired for any particular time but can be discharged at will. Of course he should be given the customary notice.

The very many cases growing out of employment agreements shows that lots of employes have had the same idea as this one, viz.: that hiring them for so much a year meant that they were employed for a year and could not be discharged before that. The courts, however, have pretty uniformly held that it took more than that to constitute an agreement for a definite term and that a hiring at so much a month or so much a year merely fixed the rate of payment and did not fix the term. In other words, the hiring was at will, as it was called, and the employer could discharge the employe at any time with a reason or without one. And the employe could leave in the same way. My judgment is that the agreement described by this correspondent belongs to this class, but I repeat that this opinion is predicated wholly on my assumption that there is no other clause in the agreement concerning salary, and particularly that the agreement doesn't

end with some such clause as this: "This agreement shall remain in full force and effect for the term of....." If that clause is in there, of course the employer is bound by it.

The danger that confronts an employer who makes an employment agreement, especially with a man who hasn't worked for him before, is that the employe will depend on his contract rather than on his ability. That he will turn out differently from what was expected, just as this correspondent's man did. Quite often that happens. To avoid it I include in all the employment agreements I draw for employers, this clause:—

It is understood and agreed that the employe shall at all times render services to the satisfaction of the employer.

This protects the employer from imposition and has repeatedly worked out satisfactorily.

Travel

The Purple Notch? Sure, we saw that! And say.
 The old bus made three hundred miles That day!
 Bright Harbor? We'll defend that place Against all slams:
 That's where we got the most sublime Fried clams!
 —New York Herald Tribune.

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 President's Message The Secretary's Message



Further and unexpected delay has been encountered in our efforts to have set an early date for a formal hearing on our Macaroni Code.

From Washington comes information that the Consumer Division of the A.A.A. is opposed to allowing the Base Cost provision in our Code to come to the formal hearing, suggesting that that section be submitted as an amendment when the formal hearing is held. The industry feels that in doing so we would weaken our case, so we are seeking an acceptable compromise. To fully safeguard our interests I have asked the Code Committee to once more journey to the nation's capital. Vice President L. S. Vagnino has been asked to go along to familiarize himself with the administration setup and to give us the benefit of his experienced counsel in having set an early hearing date.

It will be our objecti-- to have the administration set a hearing without the usual 10-day notice, our argument being that an emergency hearing is a reasonable necessity because of the long delay undergone since the first filing of the macaroni code in July and its several subsequent revisions along lines suggested by authorities in charge. We expect that a hearing will be held about the middle of September, though that is a matter of conjecture at this writing.

We are going to need every bit of support that the manufacturers who are building up the organization in this industry can give and we must fight unitedly and determinedly for everything that can reasonably be incorporated in our Macaroni Code. You can best cooperate by supplying all possible cost facts to the Statistical Committee and package size and weight data to the Standardization Committee as recently requested. We must be in a position to substantiate our claims with indubitable facts and figures and to prove to the authorities that what we are asking for is practically the unanimous wish of the trade.

Let's continue to be patient, united and determined.

Minimum Cost Section Delays Code

Because of the unfavorable attitude of the Consumer Division of the Agricultural Adjustment Administration toward any code provisions dealing with minimum costs or base selling prices, the Macaroni Code and several others have been unduly delayed.

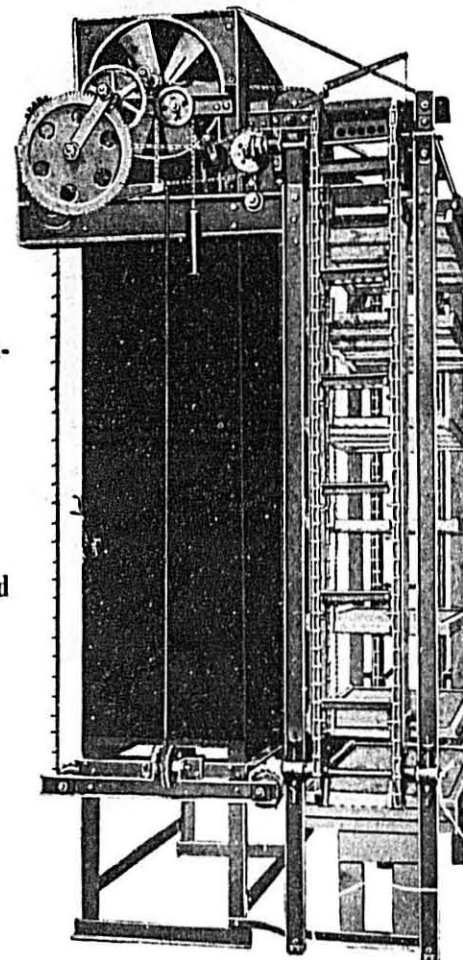
The counsel for that division has taken the stand that all codes should be presented with price or cost section eliminated and that they should be offered as amendments at the formal hearing on the codes with that feature omitted. Those favoring such provisions as a preventative of price cutting and general demoralizing effects fear that the omission of base selling price provisions would weaken their case and have hesitated to delete those provisions, preferring to have it in some form that will obtain the government's approval while giving the organization sponsoring the code some sort of control over prices and grades.

The Macaroni Code is only one of many that contains that provision and despite every effort on the part of the Association officers and the special code committee a date for the formal hearing has not yet been set, though President G. G. Hoskins and Representative B. R. Jacobs have spent many hours and days in Washington contacting NRA officials.

The Mills code is also being rewritten with special attention given to the minimum cost clause, as are the codes of bakers and all food industries seeking relief from price competition as promised by those who first sponsored codes for the various trades.

The Consumer Division of the A.A.A. has for some time been checking higher bread prices and in New York an investigation of higher macaroni prices has been dropped temporarily. Unreasonable increases will not be tolerated now or after the codes are approved.

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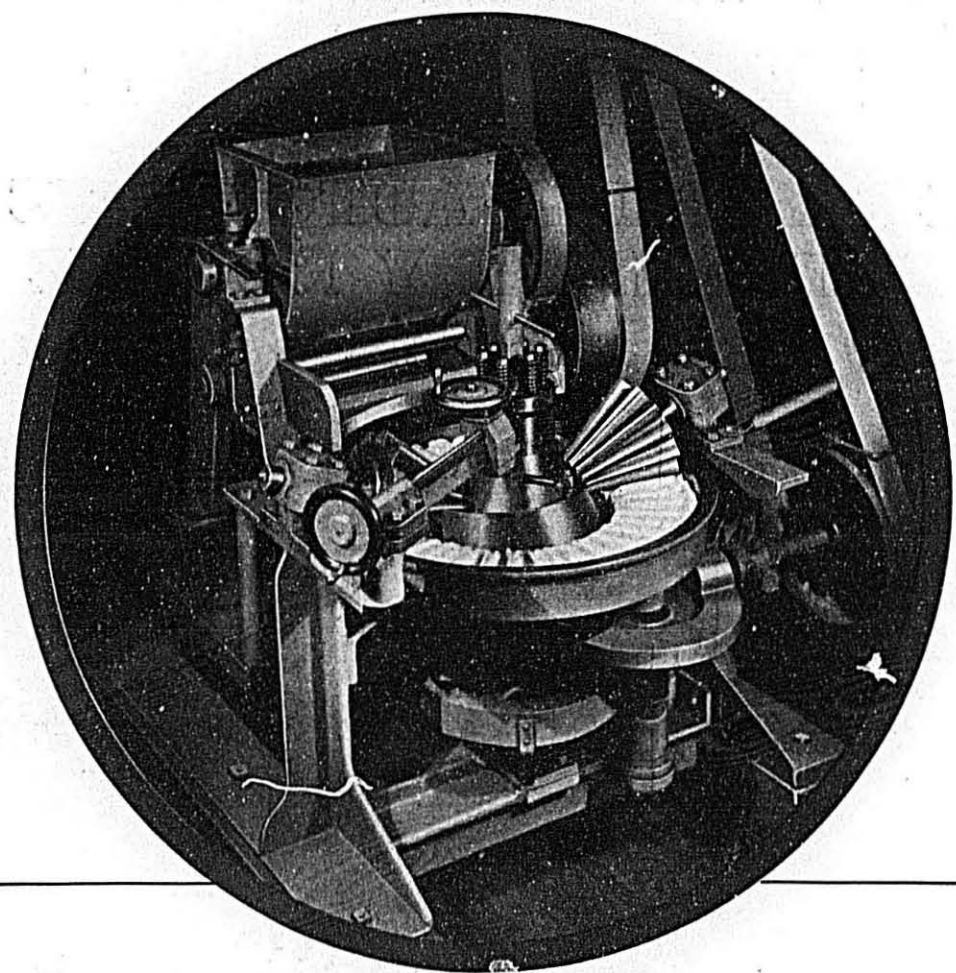
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WATCH US GROW

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*