

**THE  
MACARONI  
JOURNAL**

**Volume XV  
Number 6**

**October 15,  
1933**

# The Macaroni Journal



Minneapolis, Minn.

October 15, 1933

Vol. XV No. 6

## The New Law and Our Part

THE whole industry awaits word that President Franklin D. Roosevelt will decree that the Macaroni Code is the new law of the trade.

When that proclamation is made YOU can do YOUR part and YOU can help others do theirs by ready and willing compliance.

Another Roosevelt—Teddy—on the same point said: "Each and every one of us must do our part, and when YOU and I fail to do our part someone else must do it for us."

**LET'S DO OUR OWN PART**



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

*In 1933, as for many years past*

**THE LEADER--**

AMBER-BRIGHT UNIFORM  
**HOURGLASS SEMOLINA**

---CONTINUES TO LEAD---

**QUALITY UNSURPASSED**

**DULUTH-SUPERIOR MILLING DIVISION**

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

BRANCH OFFICES

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

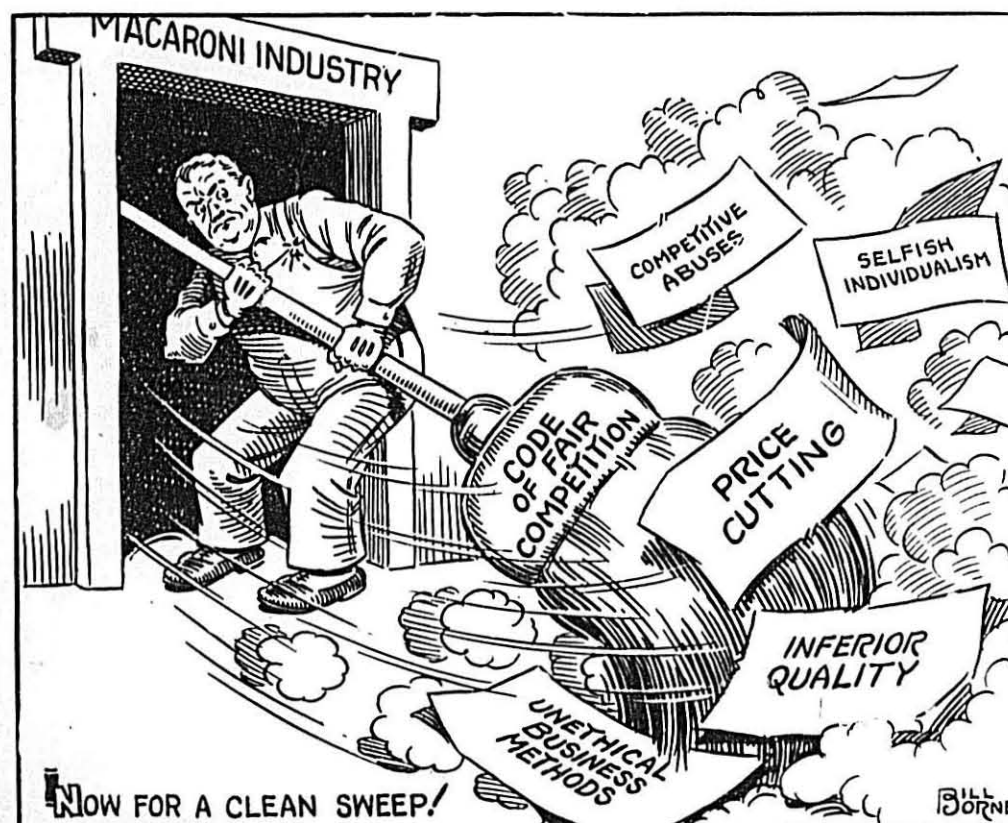
BOSTON, MASS., 88 Broad Street  
 CHICAGO, ILL., 14 E. Jackson Blvd.  
 PITTSBURGH, PA., 1609 Investment Bldg.

**EVERY LITTLE BIT**

"I am only one, but still I am one;  
 I cannot do everything, but still I can do something;  
 AND because I cannot do everything,  
 I will not refuse to do the something I can do."  
 —Edward Everett Hale.

**THE DAY'S WORK**

Is anybody happier because you passed his way?  
 Does anyone remember that you spoke to him today?  
 This day is almost over and its toiling time is through;  
 Is there anyone to utter now a kindly word of you?  
 Did you give a cheerful greeting to the friend who came along,  
 Or a churlish sort of "howdy" and then vanish in the throng?  
 Were you selfish, pure and simple, as you rushed along the way,  
 Or is someone mighty grateful for a deed you did today?  
 Can you say tonight, in parting with the day that's slipping fast,  
 That you helped a single brother of the many that you passed?  
 Is a single heart rejoicing over what you did or said?  
 Does a man whose hopes were fading now with courage look ahead?  
 Did you waste the day or lose it; was it well or poorly spent?  
 Did you leave a trail of kindness or a scar of discontent?  
 As you close your eyes in slumber, do you think that God would say  
 You have earned one more tomorrow by the work you did today?  
 —Author Unknown.



*The Macaroni Code is but a means to an end. It will be the LAW of the industry. Its effectiveness depends materially on the attitude of the industry toward it. Let's give it a fair trial and thus sweep clean the macaroni trade channels.*



**QUALITY**  
*IS*  
**SUPREME**  
*IN*

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

# THE MACARONI JOURNAL

Volume XV

OCTOBER 15, 1933

Number 6

## *After the Code's Adoption, What?*

After several months of planning, scheming, writing and rewriting, the Macaroni Code in a form approved by the several governmental bureaus concerned therewith has gone to a formal public hearing. The Administrators of the AAA and the NRA have it under advisement and will soon promulgate the Macaroni Code as the law of the industry in this country. The Code submitted is printed elsewhere in this issue and all manufacturers are urged to fully familiarize themselves with its provisions.

A query from a very successful operator is indicative of the apprehension that quite generally prevails in the trade, because of past experiences with the destructive elements therein:

What does the average macaroni manufacturer think of the macaroni code?

As one who has been associated with the macaroni trade for nearly two generations and one who has been identified with every progressive movement in the industry in this period, I have been wondering for weeks on "After the macaroni code is adopted, then what?"

Just received notice that the date has finally been set for a public hearing on our code as submitted by our earnest, hard-working and self-sacrificing Association leaders. That their efforts will be crowned with success insofar as governmental approval is concerned is conceded, but what about its application?

As in many other industries, we have many in the macaroni business who are always inclined to attain an end by pulling against the popular current, and I fear that there will be no exception in this case,—that the macaroni code will hardly cause any decided change of heart on the part of the usually troublesome fellow.

Many are equally apprehensive, but all are hopeful that the Macaroni Code may be the means of curing the industry of many of its profit-robbing, progress-retarding ills. The extent to which that end is accomplished depends greatly on the attitude of the manufacturers themselves. The Macaroni

Code sets up the machinery for the control of qualities and for the elimination of unfair selling practices that should prove most beneficial to an industry that has found profitable production such a rarity.

The aim of the Macaroni Code is not altogether a selfish one; increased employment and enlarged payrolls being the objectives besides profitable operation of the many plants to near capacity. Unfair competition will not be immediately eliminated. It will have to be borne with patience by the honest manufacturers as the trouble makers will be fought with determination by the Code supporters and the government agencies set up to demand strict obedience to its provisions. Through codes for hundreds of industries and trades the government undertakes to regulate the entire industry of America in a short period. The job is complex; it is immense. It can more easily be accomplished by unflinching cooperation on the part of every worthwhile operator.

In this new deal the government has asked the macaroni manufacturers to give more employment to a greater number of workers for shorter work periods at livable wages. In return it has given the trade the right to organize and to operate under supervisory regulations that ninety per cent of the trade has approved. How much the rebellious ten per cent may go to prevent the realization of our age-long ambition only time will tell. The Macaroni Code is fair to producer, distributor and consumer and is in accordance with the wishes of governmental bureaus of enforcement. If manufacturers will only be equally fair to themselves and considerative of the rights of competitors, there seems to be little doubt that it will succeed where other attempts of regulation failed.

It rests entirely with the manufacturers themselves. The Code provides the means for self-help. Are we not convinced by past experiences that all should eagerly grasp the opportunity thus presented? The answer will be reflected by the attitude of the individual most vitally concerned.

# Macaroni Code Unopposed

Government Officials Show Friendly Attitude Toward Macaroni Code as Finally Presented at the Hearing on Oct. 5, 1933, in Washington, D. C.—Expect Early Approval With Minor Changes

A MACARONI CODE BY NOVEMBER FIRST! That was the conclusion of the several score of keen macaroni and noodle manufacturers who attended the formal hearing in Washington, D. C., Oct. 5, 1933. The Code, with the support of the government in its enforcement, can come none too soon to suit the big majority of the industry.

The attitude of the administration officials at the hearing won the admiration of the manufacturers who were in turn complimented by the government for their fairness in submitting provisions in their Code reasonable and just to all parties concerned. The officials who presided at both the Agricultural Adjustment Administration and the National Industrial Recovery Administration hearings that day were as fair as the manufacturers were frank. The result—a peaceful, progressive hearing considerate of mutual interests, excepting for one jarring note, an unreasonable demand on the part of representatives of self styled unions.

The hearing held in the Mayflower hotel was a double edge affair with the AAA in charge of the morning session and the NRA presiding over the afternoon meeting. The latter had supervision over the minimum wage and maximum hour provisions, while the former considered the balance and greater portion of the Code. The macaroni and noodle manufacturers case was apparently in friendly hands, judged from the reception of the Code which was presented only after its provisions had been carefully reviewed and tentatively approved by the several governmental bureaus and divisions having supervision over the code structure.

## AAA Hearing

The Macaroni Code as finally prepared by the National Macaroni Manufacturers association for the macaroni industry was presented for official study of its general provisions by the Agricultural Adjustment Administration the morning of Oct. 5, with Attorney Wright Clark of the U. S. Department of Agriculture as hearing judge. Assisting him were A. L. Hemphill, legal division expert; Carlos Campbell, senior economic expert; Earl Smith of the legal division; C. H. Cockrane, expert in charge of milling. The Code was read by P. M. Baker, assisting reading clerk.

Chairman Clark explained that the Macaroni Code would be taken up in 2 sections, the AAA studying all sections of the proposal except the hours and wages which is the business of the NRA. He asked proponents and opponents to be brief and to the point in their presentations. President G. G. Hoskins of the

National Macaroni Manufacturers association explained the deliberation with which the code had been prepared and advanced arguments in favor of all its provisions which aim at general trade improvement, increased employment and higher hourly wages to employes, without in any way affecting the consumer. His presentation is given in full elsewhere.

Several minor changes in the code for clarification were mutually acceptable and ordered made in the Code. Henry Mueller of the C. F. Mueller company, Jersey City, N. J., and past president of the National Macaroni Manufacturers association, and Frank L. Zerega of A. Zerega's Sons, Inc., Brooklyn, N. Y. also a past president, objected to some of the provisions in the "standards clause" and asked the privilege of filing briefs outlining their positions thereon, which privilege was granted.

Leon G. Tujague of National Food Products company, New Orleans, La. expressed the view that the Island Possessions, particularly Puerto Rico, should have the same status under the Code as all other states in the union. He made that statement when Attorney W. K. Jones appearing in behalf of the manufacturers of Puerto Rico inquired as to the Code's application to Puerto Rico.

The first hearing ended just before noon with expressions of approval by presiding officers of the fair presentation of the macaroni industry's case and with the inference that this unanimity augured a friendly consideration of the proposal.

## NRA Hearing

The second part of the hearing was under the officials of the National Industrial Recovery Administration. Promptly at 2:00 p. m. the hearing started with Attorney Walter White of the NRA presiding. As deputies the following officials were also on the platform, checking various sections of the labor section under study: Dr. Woodbury, labor adviser; Miss Marion Herron, attorney and representative of the consumers council. Again President Hoskins spoke in favor of the Code and advanced telling arguments in favor of its several provisions. Several minor clarifying changes were ordered; also a few inconsequential amendments offered, such as requiring notices of hours and wages to be printed in the language that predominates among the employes, but as a whole the Code as submitted was favorably received.

Attorney R. T. Myrup, representing the International Union of Bakery and Confectionery Workers of the American Federation of Labor opposed several sections of the labor code, asking an increase in the hourly wage of skilled em-

ployes from 55c to 75c per hour and the unskilled labor from 35c to 55c, qualifying his request with the statement that the amendments were not offered in disparagement of the Macaroni Code provisions but rather in an effort to raise the scale of wages paid in all industries throughout the country.

Referring to the clause calling for adequate adjustments in the wages and salaries paid heretofore in excess of the minimum provided in the code, Chairman White made it very clear that the fairness and the spirit with which the macaroni and noodle manufacturers carry out that particular provision, will go a long way toward proving to the government and the administrator that the industry is and will be fair to its employes.

As required by law, the government took the Code under advisement, holding it open for 10 days to allow filing of briefs by any and all who may be so inclined. That means that the code will not be offered to the Secretary of Agriculture and by him to President Roosevelt much before the middle of October and unless some radical changes are ordered the Macaroni Code should be in full force and effect by November 1.

Among representatives of macaroni and noodle firms noticed at the hearing:

G. G. Hoskins, The Foulds Milling Co., Libertyville, Ill.

Wm. Culman, The Atlantic Macaroni Co., Long Island City, N. Y.

John V. Canepa, J. B. Canepa Co., Chicago, Ill.

Louis S. Vagnino, American Beauty Macaroni Co., St. Louis, Mo.

Frank L. Zerega and Edw. Z. Vermylen, A. Zerega's Sons, Inc., Brooklyn, N. Y.

Gaetano Viviano, V. Viviano Macaroni Mfg. & Imp. Co., St. Louis, Mo.

E. C. Oberkircher, Old Dutch Foods, Inc., Buffalo, N. Y.

Leonard H. Leone, Niagara Macaroni Mfg. Co., Inc., Buffalo, N. Y.

Sal Viviano and S. Viviano, Jr., S. Viviano Macaroni Co., Carnegie, Pa.

Rudolph Jonke and Philip A. Lederer, Schneider's Egg Noodle Co., Brooklyn, N. Y.

Ignatz Korza and Alfred Bretty, Elka Noodle Corp., Maspeth, N. Y.

S. Arena and M. Cottela, V. Arena & Sons, Norristown, Pa.

Walter F. Villaume, Minnesota Macaroni Co., St. Paul, Minn.

R. V. Golden, West Virginia Macaroni Co., Clarksburg, W. Va.

A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.

E. J. Thomas, Capital Flour Mills, Minneapolis, Minn.

Leon G. Tujague, National Food Products Co., New Orleans.

Conrad Ambrette, Consolidated Macaroni Machinery Corp., Brooklyn, N. Y.

Max Kurtz and Sidney L. Kurtz, Kurtz Brothers Corp., Philadelphia, Pa.

C. W. Wolfe, Megs Co., Harrisburg, Pa.

C. S. Foulds, Trainin Egg Co., Omaha, Neb.

(Continued on page 10)

# President G. G. Hoskins' Argument and Brief

Facts and Figures Substantiating Macaroni Code Provisions Presented at the Hearing Before AAA and NRA Administrators October 5, 1933, in Washington

This Code of Fair Competition for the macaroni industry is offered to the Agricultural Adjustment Administration and the National Industrial Recovery Administration by the National Macaroni Manufacturers association, representing 82.6% of the production of the industry. As proof of the representation we offer as Exhibit "A" a membership list, listing 201 members whose dues are paid, 6 members whose applications have been made and formally accepted but whose dues have not yet been paid.

My authority to act as spokesman for this group comes as a result of my being president of the National Macaroni Manufacturers association and being duly authorized by the Board of Directors of the association to represent it at this hearing. This authority is based on the authority given to the Board of Directors at a national convention in Chicago on June 21, 1933 to elect a spokesman for the association, which election was duly made.

In addition to this delegated authority by the Board of Directors I present as Exhibit "B" a list of proxies in which individual members of the association have authorized me to represent them at this formal hearing. Included in this list are 131 manufacturers, of which 20 are not members of the association.

According to a letter from the Bureau of Census dated Aug. 26, 1933 they have checked over the list of members of the National Macaroni Manufacturers association and find that 171 members were included in the 1931 census and represent 81.01% of the production for that year. Added to this we had 41 members which were not included in the census but which we estimate to represent 1.59 additional per cent of production.

At this hearing are other manufacturers not members of the National Macaroni Manufacturers association, who have studied the provisions of the Code and expressed themselves as being generally in accord with its provisions. I estimate, therefore, that directly and indirectly 90% of the production is represented at this hearing.

I feel it will be desirable to briefly list the steps in the development of this Code.

Soon after the Agricultural Adjustment Act was approved the power of drawing up a Code was granted the executive committee of the National Macaroni Manufacturers association. This Code, after being reviewed by the Board of Directors, was submitted to the convention in Chicago in June 1933, and present at that convention was approximately 65% of the production of the United States. This original Code was approved by the convention as amended at the convention. Subsequently the Code was studied and rewritten 10 times after contacts with the representatives of the AAA and NRA. At each stage in the development of the Code every manufacturer by letter of just what was taking place, and we want to make it a point in this hearing that no known manufacturer in the United States can claim ignorance of the provisions of this Code and the work that has gone into the development of it, with the single exception that the revised Code as presented here today has not been sent to members of the industry because it was not available until the hour set for this hearing this morning. This final revision was ordered by the Administration after approval of the hearing of the Code had been signed by the Secretary of Agriculture.

I believe that the foregoing remarks conclusively prove, first our authority to represent the industry and second that no opportunity has been neglected to fully acquaint the

industry with the plans of the proponents of this Code.

We do not believe it is necessary to go into great detail in our discussion of the provisions of this Code. The representatives of the Administration with whom we have come in contact have listened to our arguments many times during the past 3 months, and after the microscopic investigation of each word and phrase, the fact that these provisions appear in the present Code should be sufficient proof that they have understood the literal meaning and implication of every sentence in the Code; so that while we realize that the presentation of this Code to the formal hearing does not mean that it will necessarily be approved exactly as it now appears we do feel that the burden of argument and discussion is behind us and would be out of place at this time. If more elaboration is necessary and anything further in my remarks is needed to increase the understanding of the presiding officer or his supporting staff, we will be glad to go into more detail upon request.

I was slightly handicapped last night in writing this brief, by the fact that I did not have before me a copy of the revised Code as it has been presented this morning; therefore I hope you will bear with me if my remarks do not follow the sequence of the Code as it is now written.

## PREAMBLE

The preamble outlining the purpose of this Code covers a lot of ground, but we firmly believe that if this Code is granted to our industry we will provide for the general welfare of agriculture, labor, the consumer and industry, by eliminating unfair competitive practices in our industry, increase the consumption of agricultural and industrial products, reduce and relieve unemployment, improve the standards of labor and bring our own industry back to the comparative place it occupied among food manufacturers 5 years ago.

## DEFINITIONS

I will pass over the definitions because it is obvious they need no discussion.

## UNFAIR TRADE PRACTICES

The first section of Unfair Trade Practices is "Destructive Price Cutting." It is imperative that the destructive cutting of prices be eliminated in the macaroni industry if we are to contribute substantially to the reemployment of labor, not only in our own industry but in the many related ones from which our materials come. Destructive price cutting results in a vicious circle which starts with selling below cost and leads to reduction in wages in our own industry, unfair pressure on manufacturers who supply us with raw materials which causes them to in turn cut wages, and next a reduction in standards of quality, which finally reflects back to the farmer who is so dependent upon our industry as an outlet for his wheat products. Until finally the vicious circle becomes a whirling wheel whose momentum can be stopped only by constructive legislation such as this code offers which gives us the supporting strength of our Government to reverse the direction of rotation so that all of those who have suffered because of this unfair practice will again enjoy benefits to which every man aspires.

This destructive price cutting started in 1929. Its effect early became apparent in our industry, so that comparison of the census of manufacturers of macaroni products shows that wages were reduced from \$5,384,353.00 in 1929 to \$4,473,494.00 in 1931, a reduction of 16.9%. During the same period the wage earn-

ers were reduced from 5,072 to 4,764 and the number of establishments reporting dropped from 353 to 306. The natural assumption is that this decrease, which is 13.3%, indicated failure of manufacturing organizations in the industry. I am sorry the figures for 1933 are not available, but the consensus of opinion among manufacturers is that between 1931 and 1933 the reduction has been even greater than for the preceding 2 years.

Between 1929 and 1931 the sale of macaroni products and egg noodles dropped from approximately 556 million pounds to approximately 524 million pounds. This meant a distinct loss in the consumption of durum wheat in the United States, and I am informed that during the same period exports of durum wheat products were so reduced that the durum wheat farmers of North and South Dakota had extreme difficulty in finding a market for their wheat. It is also our belief that the reduction in consumption of durum wheat by the macaroni industry between 1931 and 1933 will be shown to be substantial.

The macaroni manufacturing industry is composed of a large number of comparatively small units. Our efforts to get reliable statistical data has proved conclusively that not more than 50 manufacturers in our list of over 300 are capable of supplying even elementary cost figures.

If it were pertinent to this argument we could bring in proof to show that within the last 12 months macaroni has been sold in large quantities at prices which will not return the actual replacement cost of the semolina used in its making, to say nothing of labor, freight, packing containers and administrative expense.

When we ask for the Control Committee with the approval of the Secretary to order whether or not the manufacturers are engaging in destructive price cutting, we are asking only that intelligence and reason be substituted for mob psychology which has made a large majority of our manufacturers "follow the leader" toward destruction.

It is a known fact that the indulgence in extremely low prices is one of the most important factors that has contributed to the present economic depression. It has been the desire of the manufacturer to continually undersell his competitor, with the idea that increased volume would eventually result in doing business on a basis that would at least produce costs. The manufacturer with a few thousand dollars in reserve is able to carry on until his funds are exhausted and until his credit is gone. After that it is a case of staying in business only until a sheriff closes his doors. Under this provision of Section 2 it will be possible for those manufacturers with established systems of accounting to call to the attention of the Secretary the fact that a certain manufacturer is selling at a price that will eventually result in his bankruptcy.

It is of utmost importance to both the consuming and manufacturing public that business be conducted on a basis that will result in a continuity of employment. When a manufacturer sells under the cost of production, and as a result of that is forced to close his doors, he throws into the channels of unemployment all of the employes who would be working for him had he conducted his business on a proper basis. The potential consumers are reduced by the number of unemployed and the consuming public is injured by reason of the fact that all of the losses sustained by the manufacturer must in some way be recouped by those who gave him credit, either in goods or money.

The other Unfair Trade Practices are com-

mon to many industries, except that "(b) Giving credit for spoiled bulk macaroni products after 30 days from date of shipment" is peculiar to manufacturers of cereal products which are subject to weevil infection. It is claimed by our bulk goods manufacturers that it is a common practice among distributors to deduct substantial sums from invoices, merely making a statement that the reduction is for spoiled goods. Any defect in manufacture will show up in less than 30 days and it is our contention that any distributor who keeps bulk goods more than 30 days should be responsible for what happens to them.

STANDARDS

In the provisions concerning Standards we have provided that macaroni products shall be manufactured in accordance with provisions of the Federal Food and Drugs Act of June 30, 1906; subsequent amendments, rules and regulations prescribed by the United States Department of Agriculture for their enforcement and the standards and definitions of the Department of Agriculture for macaroni products.

The Food and Drugs Act above referred to does not, however, provide for standards of quality for these products, neither is authority given under this Act for the establishment of such standards. In fact the Act is silent concerning standards or authority to promulgate standards except as provided in a recent amendment that refers exclusively to canned goods. We are, therefore, providing here for standards of quality, which in our opinion will be very beneficial to the producer of wheat, the manufacturer and the consumer.

For nearly 20 years it has been the hope of a majority of the manufacturers of macaroni products to establish standards of quality for their products and to require more definite information to the consumer regarding the composition, labeling and advertising of macaroni products. We propose to accomplish this in a way that will be fair, reasonable and equitable to all interests concerned.

As is well known, macaroni products are made—not exclusively but in a large measure—from durum wheat. This wheat was introduced into this country about 30 years ago through the efforts of the United States Department of Agriculture, with a view of making better utilization of semiarid land.

The principal outlet for this wheat is in macaroni products and the producer is entirely dependent—particularly now when exports have been cut off—on the macaroni manufacturer and the macaroni consumer for an outlet for his product.

During the past two or three years of low earnings and, therefore, of reduced consumption of all products, our industry has suffered materially from introduction of substitutes in the form of low grade flours in the manufacture of macaroni products. In 1929 our industry used approximately 16 million bushels of durum wheat, while in 1932 the industry used only 12 million bushels of this wheat. This means that the equivalent of approximately 4 million bushels of durum wheat was replaced by inferior grades of flour some of them of such low quality that they are not entitled to be designated even as flour under the very liberal standards of the Department of Agriculture for flour. This has resulted in considerable lowering in the quality of macaroni products and a type of competition based entirely on price which has been most destructive to the interests not only of the manufacturer, but to the consumer and to the producer of durum wheat.

The interests of the grower of durum wheat has been affected adversely because substitutes have been used instead of his product, which naturally have resulted in a lower price to him.

The interests of the manufacturer have likewise been affected because of the greater sales effort and greater expense that he has been forced into, due to the greater competition based on prices that these inferior products have brought about.

And the consumer has been injured because in the end he must pay all of these costs that accumulate due to the various elements that enter into this class of competition. The con-

sumer has also suffered because he has had thrust on him in many instances products of inferior quality. He was naturally attracted by the low price but the product did not meet his expectations and we lost a customer.

In these standards we propose to establish certain limits which will increase the use of good grades of raw materials. The maximum of 0.75% ash for durum wheat products and 0.48% ash for hard wheat products other than durum will insure this. These figures represent about 95% of the best farinaceous products extracted from wheat in their manufacture. The other 5% is of such low quality that it is not desirable to include it for use in the manufacture of macaroni products. The above figures are the result of numerous analyses made of commercial samples of these products and are concurred in by the cereal experts of the Food and Drugs Administration and the Bureau of Agricultural Economics of the United States Department of Agriculture.

This does not mean that products of higher ash content, and therefore of low quality, cannot be produced, as it will be noted that these sections provide only for the proper labeling of these lower grade products. These provisions, therefore, cannot possibly result in any disadvantage to the consumer who is not able to buy the higher grade product, but it merely means that when these products are offered for sale the consumer shall know, and I believe he is entitled to know that these are inferior products for which he should not pay the higher price. This form of labeling will also make it impossible for these inferior grades of macaroni products to compete with the higher grades. And finally, it is justified as it is the form of labeling that is required under the Food and Drugs Act in the labeling of substandard or inferior grades of canned goods.

It is the opinion of the majority of macaroni manufacturers that the use of inferior raw materials has been, and is today a great deterrent in the consumption of these products, as well as one of the principal causes of destructive price competition that has been going on in the industry for some time past.

Section (f) provides that macaroni products shall not contain ingredients other than those permitted under the standards, except that no wholesome food ingredient is excluded provided its presence is declared on the label. It is obvious that if certain ingredients are the only accepted ones out of which macaroni products may be manufactured that the presence of any other added ingredients used should be made known to the consumer. There is no attempt to prohibit the use of other wholesome food ingredients in macaroni products and in fact some such ingredients—for example, spinach, tomatoes, other vegetables, cheese and even meats—are used, and when this is done their presence should certainly be made known to the consumer.

Under the present provisions of the Food and Drugs Act a package of macaroni products may be shipped in interstate commerce without any label whatsoever except a statement of the net weight of the contents. This has resulted in considerable abuse, in that after products crossed the state line they were labeled and sometimes not very truthfully. We propose to stop this abuse by requiring as provided under Section 26, that all macaroni products shall bear a statement on the label as follows:

- (a) The net weight of the contents of the package;
- (b) The name of the product (macaroni, spaghetti, etc.);
- (c) The name and address of the manufacturer or distributor, or some other appropriate identifying mark which will identify the manufacturer of the product.

We further propose to regulate the quality of our products and their labeling by providing against false or misleading advertising, labeling or misbranding of macaroni products.

A practice has grown in our industry to make macaroni products that contain one, two, or three per cent of egg solids. These have been usually labeled as plain noodles. More recently this labeling has been enlarged to read "Plain Noodles Containing Eggs"; and in

many instances the phrase "Containing Eggs" occupies the most prominent place on the label. Since the consumer does not usually know the requirement for standard egg noodles, in fact a great many of these products have a most inviting appearance and resemble egg noodles, and are advertised and sold by retailers as egg noodles. This has resulted in considerable unfair competition because the egg part of the noodles is the most costly and any reduction in the amount used makes it possible to reduce the price considerably.

The Food and Drugs Administration has realized this abuse and has recently made a ruling requiring that these products be labeled "Imitation Egg Noodles," with the further requirement as follows: "This product contains less than 5.5% of egg solids." This label, however, is not satisfactory as consumers do not know that the government standards require a minimum of 5.5% of egg solids in egg noodles. Therefore, with the sanction of the Food and Drugs Administration we have taken this product out of the standards and made its manufacture illegal under the Code, by declaring it to be an unfair trade practice to manufacture noodles containing eggs when the quantity of egg solids is less than that required under the standards for egg noodles.

This cannot possibly result in a hardship to the consumer who cannot afford standard egg noodles, as he can still buy plain noodles, which are provided for under the standards.

Another abuse that has recently crept into the industry is the use of colored containers—mostly transparent, such as glass or cellophane—which are colored yellow to give the product the appearance of containing more eggs than are really present, or to make the product appear better than it is. This practice is now in an incipient stage, but it is our desire to eliminate it.

For many years artificial coloring has been used in macaroni products, even though in 1915 the Department of Agriculture ruled against its use. It is true that the amount of artificially colored products is very much reduced, but it has not been entirely eliminated. It is our hope that by specifically providing for its elimination in the Code those manufacturers who still insist on using it will discontinue its use once and for all. The main reason why the Federal Government has been unable to stamp out this practice is because the provision of the Federal Food and Drug Acts applies only on shipments that are made in interstate commerce. Much of the practice of using artificial coloring is confined to intrastate shipment and sale of macaroni products; and a number of states have no provision in their state laws for its elimination, or else if they have these provisions in the law they do not always have the necessary funds and enforcing personnel to require strict observance. We, therefore, feel that we will be in a better position to enforce this requirement under the Code than either the states or the Federal Government have been able to enforce it under their respective food laws.

LABOR

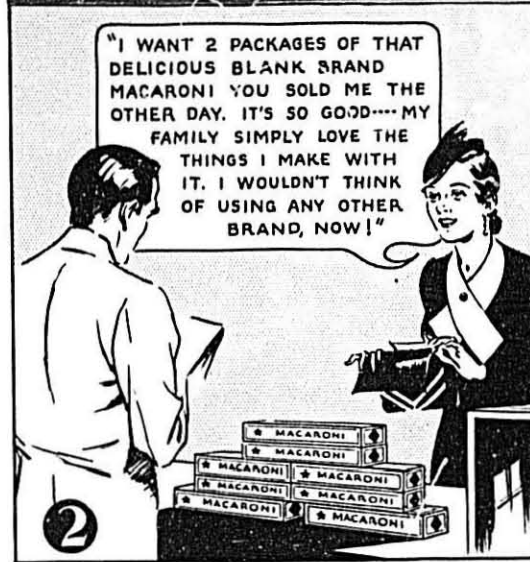
We believe the labor provisions in our Code are fair and we call attention to the fact that we have gone beyond the precedent set up by many other Codes adopted under the National Industrial Recovery Act. Each of the provisions under the general heading "Labor" have been discussed with the Deputy Administrator and the reasons for their inclusion explained. I prefer not to submit a formal brief covering the labor clauses because I do not feel any defense of them is needed. We will be glad, however, to answer any questions which may be asked by interested persons.

We have accumulated data which shows that this Code will give substantial increase in employment and a larger increase in total wages paid. On Aug. 18 questionnaires on Labor were sent to approximately 370 manufacturers. (At this point we wish to call attention to the fact that the number of manufacturers listed in the United States

If you want to make women say this:



If you want them to do this:—



And if you want your dealers to do this:



Then—do what this buyer did!



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



does not include many very small manufacturers which we have on our list and thus explain any discrepancies which may appear in the number of manufacturers reported.)

Number of questionnaires sent out.....	370
Replies received to date.....	92
Replies used in compilation of labor data and wages.....	48
Replies incomplete, not usable without considerable analysis and correspondence.....	14
Replies very incomplete, not usable.....	20
Replies received after labor data were compiled for filing with the Administration.....	10
Number of plants reporting.....	48
Number of people employed.....	1,851
Wage earners exclusive of office help.....	1,591
Amount of wages paid per week.....	\$ 24,602.95
Employees that will be added when Code is adopted.....	399
Amount of wages under code, per week.....	\$ 33,970.11
Increase in wage earners.....	25%
Increase in total wages.....	38%
Wage earners reported by 1931 census.....	4,264
Estimated total increase.....	1,191
Total wages paid in 1931.....	\$4,473,494.00
Estimated increase, based on 1931.....	\$1,699,927.00
In addition to this, the reporting firms listed as follows:	
Office employees.....	257
Total wages per week.....	\$ 9,410.27
Increase under code.....	13
Total wages under code, per week.....	\$ 9,795.50
Increase in employees.....	5.06%
Increase in wages.....	7.5%

It will be of further interest to note the increase in the various classifications:

Increase in men falling within the 55c class.....	29.8%
Increase in men falling within the 45c class, including exemptions.....	31.8%
Increase in females falling in 35c class.....	49.6%

These figures have been compiled by certified public accountants and may be submitted as confidential data for review by the Administrator, but with the understanding that they must be kept confidential and are available only to the Administrator or his agents.

**ADMINISTRATION**

Most of the administrative clauses in this Code are standard clauses and I do not believe require any discussion. We will, however, be glad to answer any questions from interested persons.

**NRA Plan Discussed by Mrs. Roosevelt**

Mrs. Franklin D. Roosevelt has again won the headlines in pointing out the importance of women's part in the NRA plan.

"The time has come," says Mrs. Roosevelt, "when the women who after all are the buyers of this country, should take note of the fact that they can largely control conditions under which goods are made. If they refuse to buy those goods which are not produced under proper conditions there is no question but that manufacturers and merchants of all kinds will heed their point of view."

Mrs. Roosevelt is justly alarmed over the fact that investigations of women's work throughout the country uncover the fact that in some places women are getting 30 or 40 cents a day and two or three dollars a week for a full week's work, sometimes for 10 hours a day.

The individual woman when told of these conditions is shocked. But immediately she says, "What can I do as an individual? What attention will be paid to what I think?" The answer is that public opinion is what eventually brings about action.

As Mrs. Roosevelt says in her monthly editorial in the *Women's Home Companion*: "Public opinion is what stirs manufacturers and mer-

chants to do the right thing. You may tell a group of manufacturers that they will ruin their market by paying low wages because working people with less than \$2,000 a year are the buyers of 50% of the goods sold in this country. But that will not prevent the greedy ones from profiting by the necessity of the poor to work for a pittance. And when they do profit, they can undersell the better manufacturers.

"Therefore if groups of women will get together and agree that in shopping they will go to their local stores and ask under what conditions the things they are buying are produced, telling shopkeepers that they would prefer to buy goods that carry a label assuring fair conditions—that will help the worthy manufacturers. If this happens frequently enough in all communities the storekeepers and manufacturers will listen to public opinion."

The conscience of the consumer, Mrs. Roosevelt points out, is really a very important thing in the success of the NRA plan.

A good worker appreciates luck but doesn't depend on it.

**Consumers' Counsel Finds Increased Macaroni Prices**

Dr. Fred C. Howe, consumer's counsel of the Agricultural Adjustment Administration, on Sept. 29 reported that a survey of the United States markets shows an increase of 6.10% in the retail price of macaroni products from Feb. 15 to Aug. 29.

On Feb. 15 the prevailing prices on macaroni throughout the country was 14.6c a pound while on Aug. 29 it was 15.5 cents.

In the drop in retail prices which occurred from 1929 up to April of this year the margin between farm prices and retail prices shrank only slightly because processor and distributor charges were harder to deflate. The farmers "took the rap" in steadily lower prices. With retail prices on the increase there has been little change in the processor and distributor margin. So far the extra dollars that consumers are paying are going almost entirely to the farmers.

The farmer's dollar was only 64c in August and on Sept. 13 as compared with its 1910-1914 value. This is an improvement over the exceedingly low level in March when the farmer's dollar was worth only half of its prewar value. Nevertheless the goal of a prewar dollar is still a long way off. Furthermore the Sept. 13 figure was under that of July when the farmer's dollar had a value of 71 cents.

**Wholesaler Forms Individual Group**

Sprague, Warner & Company, Chicago, climaxing 70 years of unswerving service to the independent grocer of the middle west announced a new

departure last month in the formation of a voluntary group of retailers under the name of Super-Service Stores. At the start it will confine its operations to stores along the North Shore district of Chicago but will gradually enlarge the area to take in most of the territory covered in its regular wholesale business.

In its announcement the firm refers to the great change that has taken place in the grocery field since it first entered the business. The community grocer of today is a far cry from the "general storekeeper" of past years who dispensed lamp wicks, nails and neighborhood gossip along with flour, macaroni and sugar at the crossroads. In its new policy Sprague, Warner & Company will adapt merchandising plans to the locality of the individual store, preserving store "personality."

Thomas C. Donnelly, Jr., executive vice president of the company will direct the plan and will be assisted by John Miller, pioneer in voluntary chain store merchandising, will be in charge of operations.

"This year," sighed Sandy MacPherson, "I guess I'll just stay at home and let my mind wander."

**Macaroni Code Unopposed**

(Continued from page 6)

- R. B. Brown, Fortune-Zerega Co., Chicago, Ill.
- Simon Giordano, Giordano Macaroni Co., Providence, R. I.
- G. D. Del Rossi, G. D. Del Rossi Co., Providence, R. I.
- Erich Colin, A. Goodman & Sons, Inc., New York, N. Y.
- James M. Hills, The Foulds Milling Co., New York, N. Y.
- C. H. Smith and Mrs. C. H. Smith, Mrs. C. H. Smith Noodle Co., Ellwood City, Pa.
- Frank S. Bonno, National Macaroni Co., Dallas, Tex.
- Henry D. Rossi, Peter Rossi & Sons, Inc., Braidwood, Ill.
- Valentino Giatti, De Martini Macaroni Co., Brooklyn, N. Y.
- Gaetano La Marca, Ponce Macaroni Mfg. Co., Boston, Mass.
- A. Maravigna, Maravigna Macaroni Mfg. Co., Boston, Mass.
- A. Bertucci, Pompeii Macaroni Co., San Francisco, Cal.
- Joseph Wahrhaftig, San Francisco Macaroni Mfg. Assn., San Francisco, Cal.
- Joseph Freschi, Mound City Macaroni Co., St. Louis, Mo.
- Alfonso Gioia, A. Gioia & Bro., Rochester, N. Y.
- Phillip R. Winebrenner, A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.
- Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
- G. Guerris, Paul Biele and Hal C. Ranck, Keystone Macaroni Mfg. Co., Lebanon, Pa., New York, and Washington, D. C.
- R. V. Thornton, Wolf & Co., Chicago, Ill.
- Frank Traficanti, Traficanti Bros., Chicago, Ill.
- Ole Salthe, Secretary New York Group, New York, N. Y.
- B. R. Jacobs, Washington representative, Washington, D. C.
- M. J. Donna, Secretary National Macaroni Manufacturers Association, Braidwood, Ill.

By the streets of "By and By" one arrives at the house of "Never."

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





at a rate of less than sixteen (\$16) dollars per week, except that office boys and messengers may be employed at a rate of not less than fourteen (\$14) dollars per week.

(b) Factory employees shall be paid at not less than the following minima for the classifications indicated:

1. Mixers, kneaders, press and dough break operators shall receive not less than fifty-five (55c) cents per hour.

2. Other male employees shall receive not less than forty (45c) cents per hour except that

First. Young men, not to exceed ten (10%) per cent of the total factory employees, employed in light occupations, shall receive not less than thirty-five (35c) per hour.

Second. Watchmen not performing any operation function shall receive not less than thirty-five (35c) per hour.

3. Female employees shall receive not less than thirty-five (35c) cents per hour, except that where female workers do substantially the same work or perform substantially the same duties as male employees, they shall be paid the same rate of pay as male employees are paid for doing such work or performing such duties.

(c) It is agreed that this Code establishes a minimum rate of pay regardless whether the employee is compensated on the basis of time rate or piece work performance.

(d) It is agreed that equitable adjustments will be made in the cases of those employees now receiving more than the minimum, to maintain fair differentials now existing between employees. It shall be the function of the Committee to supervise the observance of these provisions and to make recommendations to the Administrator for further provisions appropriate to carry out the purposes of this Section.

Section 24. Posting. (a) Each employer shall post in a conspicuous place of easy and continuous access to employees, the labor provisions of this Code, and shall quote the names and addresses of the members of the Regional Board of Mediation.

(b) The notice shall be printed in English and at least three notices shall be posted in any shop employing more than ten employees, and one in any smaller shop. Notices shall be posted in such other languages as may be spoken by employees.

(c) All changes in the labor provisions of this Code shall be posted within one week after such changes have been incorporated.

Section 25. Special Exemptions. Any regional Group (as provided in Section 9) may submit data tending to prove that because of labor conditions or geographical location such Regional Group is placed at a competitive disadvantage with other Regional Groups; and if the Committee decides, after investigations, that the facts submitted justify special labor provisions for that Group, the Committee shall petition and recommend to the Administrator that changes be made in the provisions for Labor in this Code, and upon approval by the President, such new provisions shall become effective for that Regional Group.

Section 26. The provisions of this Code governing hours of labor, rates of pay and other conditions of employment shall apply to all persons employed in this industry, whether related to the manufacturer or not.

#### AMENDMENTS

Section 27. From time to time amendments or supplementary provisions to this code may be submitted for the approval of the President and/or the Secretary to prevent unfair competition and to effectuate the other purposes and policies of Title I of the National Industrial Recovery Act. When approved by the President or Secretary such proposed amendments shall become a part of this Code. Provided, however, that nothing in this section shall be construed to deprive any member of the industry of his right to petition the Secretary of Agriculture and/or the Administrator with regard to amendments or any other matter, provided such petition is first submitted to the Control Committee and is not forwarded to the Secretary of Agriculture by it.

#### MISCELLANEOUS

Section 28. Whenever any dispute arises under this Code as to the construction and meaning thereof, the same shall be interpreted by the Committee, subject to appeal to the Secretary and/or Administrator whose decision shall be final.

Section 29. This Code and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provision of sub-section (b) of Section 10 of the National Recovery Act, from time to time to cancel or modify any order, approval, license, rule or regulation issued under Title I of said Act and specifically, but without limitation, to the right of the President to cancel or modify his approval of this Code or any conditions imposed by him upon his approval thereof.

#### EFFECTIVE DATE

Section 30. This Code shall be effective ten days (10) after it is approved by the Secretary and shall terminate whenever the President or the Congress shall terminate the provisions of the Act which authorizes this Code.

#### Cereal Chemists Confer

At a meeting of the northwest section of the American Association of Cereal Chemists, Oct. 5, 1933 at the Andrews hotel, Dr. Allan E. Treloar of the department of botany, University of Minnesota, talked interestingly on analytical errors in determination of protein, moisture and ash in the northwest section, with his characteristic observance of detail, suggesting possible causes for errors in collaborative results.

Mrs. Betty Sullivan reviewed some of the most interesting papers presented at the recent meeting of the American Chemical Society in Chicago.

The meeting was well attended and interest of all present was marked, according to M. A. Gray, publicity manager of the national organization of which the northwest group is one of the most active sections.

#### Macaroni Manufacturer Dies

Pietro Realmuto, president of the Roman Macaroni company in Long Island City, N. Y. and representative of that firm in the National Macaroni Manufacturers association died Sept. 19 of heart disease, aged 62 years.

He is survived by Mrs. Realmuto to whom he was married on Sept. 10, 1900 and five daughters; Mrs. Lena Pellegrino and the Misses Mary, Mae, Angela and Josephine Realmuto.

The deceased macaroni manufacturer spent more than 30 years in the business and specialized in the manufacture of a thin walled macaroni and perforated spaghetti which he named "Five Minute" brand.

Mr. Realmuto was born in Baucina, Palermo, Italy, coming to this country when 20 years old. He first operated a little grocery store in New York city, experimenting in macaroni manufacture in a small shop in the basement. Later he operated an establishment at 29 Stanton st., specializing in merchandise imported from Italy such as cheese, oils,

tomato paste and wines. When prohibition came Mr. Realmuto's wine trade fell off and he entered the macaroni manufacturing business in earnest, opening a factory at 195 Chrystie st. with his brother-in-law.

In 1920 the partnership of Realmuto & Gerovese became the Roman Macaroni company with its factory at 51 Jackson ave., Long Island City. In 1925 the firm built its own factory, a 4-story building at 35-18 37th st., Long Island City which was incorporated under the laws of New York state as "The Roman Macaroni Company" with Mr. Realmuto as president.

#### Patents and Trade Marks

##### PATENTS AND TRADE MARKS

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In September 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:

##### White Pearl

The trade mark of Tharinger Macaroni company, Milwaukee, Wis., was registered for use on egg noodles. Application was filed April 27, 1933, published by the Patent Office June 20, 1933 and in the August 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since March 1, 1933. The trade name is in outlined type on shaded background.

##### Ronzoni

The trade mark of Ronzoni Macaroni Co., Inc., Long Island City, N. Y. was registered for use on alimentary paste products. Application was filed March 22, 1933, published in the Patent Office Gazette July 11, 1933 and in the Aug. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since April 29, 1932. The trade mark is a hand in the upper right hand corner of which is a diamond shape design with the trade name written above.

##### TRADE MARKS APPLIED FOR

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

##### Golden Grain

The trade mark of Gragnano Products, Inc., San Francisco, Cal., for use on spaghetti, macaroni and egg noodles. Application was filed May 12, 1933 and published Sept. 5, 1933. Owner claims use since March 15, 1933. The trade name is in large heavy type.

##### Recess

The private brand trade mark of the Recess company, Cincinnati, O. for use on alimentary pastes, namely, dry macaroni and spaghetti and canned spaghetti and other groceries. Application was filed April 24, 1933 and published Sept. 12, 1933. Owner claims use since June 1926. The trade name is in large black letters to the right of which is a small picture showing school children at play.

##### Vita Tex

The private brand trade mark of Claude C. Judy, doing business as Natural Food Products company, Dallas, Tex., for use on macaroni, spaghetti, noodles and other grain products. Application was filed June 12, 1933 and published Sept. 26, 1933. Owner claims use since Feb. 23, 1932. The trade name is an oval in the center of which appears the trade name in heavy type above and beneath which appear the following words to which no claim is made: "Certified," "Life of Texas," and "Health Products."

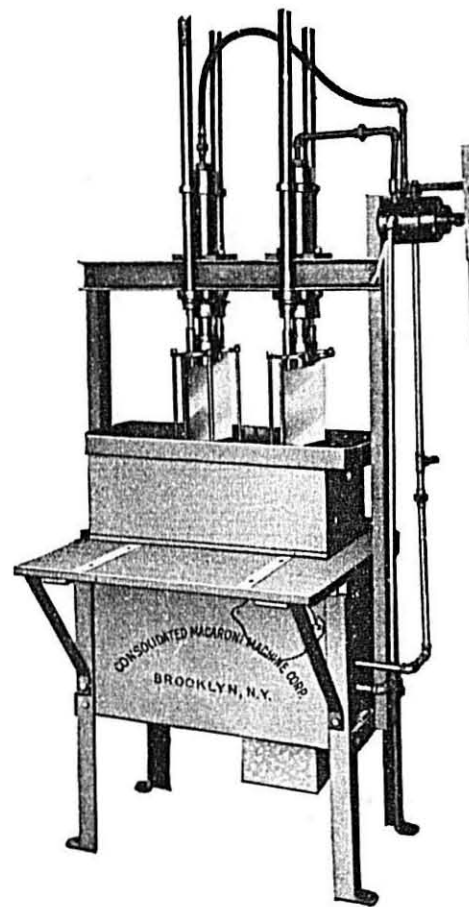
## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

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"**

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

# Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

## Clinch the Combination With a Trade Mark Tie

The latest development in the progress of merchandising provides new work for the trusty trade mark. Or, to put the case more precisely, here's a fresh turn of events that gives the trade mark added responsibility via an extension of its old functions. The extra task that is at hand is nothing less than the main duty of keeping in team formation the members of a "combination" organized for special effort in retail selling.

No need to tell observant macaroni men how the idea of the combination has been spreading like a house afire, in all branches of the food field. Obviously the trying business conditions of the past 2 or 3 years have required extra and different sales effort and promotional work to keep turnover volume anywhere near normal. The Combination is one version, a very successful version, of the "special" technique which has been employed to prod and coax reluctant consumer demand.

Always the basic idea of a Combination is the hookup at an inclusive price, of two or more articles which may be fittingly given association in the consumer's mind. But there are several varieties, types or classes of Combinations. First and simplest is the teaming of 2 members of the same line—say for example, a grouping of standard packages of macaroni and of noodles put out by the same house. An alternative for that formula is the marriage of a standard package of a line leader with a subsizer, "trial" or introductory package of another product in the "family." From that the Combination patterns range all the way along to the "full dinner" model wherein the foods in a Combination are contributed by two or more different producers who join hands for this special stunt.

So much for the basic theory of the Combination. And now to take in the significance of the "spot news" that has added new zest to the situation. The sensation consists of a pronouncement by a high judicial authority to the effect that *retailers must not break Combinations*. To sense the full purport of this ultimatum we have to be conscious of the havoc which has been wrought of late by merchants who innocently or otherwise have been unscruplingly the combinations which producers have assembled with such care, and which in most instances they

have advertised more or less extensively as wedges to break a stubborn market.

The explanation of the action of retailers in taking liberties with Combinations rests in the fact that Combinations are almost invariably offered at a concession in price under the sum total of the separate items. By breaking up the group and retailing the individual units at full price the canny merchant grabs off a special margin of profit. So he has incentive to dismember the Combination, even if the manufacturer has been at some pains to "lock" or physically tie, the cooperating members in such manner that these cannot too readily be separated. Anyway the Combination is fixed; participating products must as a rule be delivered in separate containers so there is no way to physically prevent the divorce.

Even if this practice be put down to selfish thoughtlessness on the part of the retailer, the fact remains that a breakdown of Combinations defeats the purposes of the planner of a Combination campaign, consequently all those who use or may want to employ this method of quickening consumer interest have cause to rejoice over the ruling of the U. S. Circuit Court of Appeals at New York. The court has said in so many words that a retailer may not tamper with a manufacturer's special package nor sell separately the units designed to be so associated and so advertised and priced. It punctures the theory that a retailer may ruthlessly do as he pleases with goods which he has bought, even at the peril of the producers' good will.

So far so good, for the vindication of the right of the Combination package to stay in combination. But there is another aspect of the situation to be considered. The decision in the Court of Appeals was based on a Combination in which studied and consistent effort had been made by the packer to staunchly unite the teammates and hold them together throughout the journey from the primary point of production to the scene of consumption. Consequently this decision, if its doctrine is to hold good for Combinations throughout the food field, in effect lays an obligation upon packers to clinch their combinations—to make the special assemblage show on its face that it is designed as an entity, whether or

not the products are likely to be used together.

This brings a new obligation, a summons to so manage matters that a Combination will alibi itself as a bona fide product merger. Nor is the problem so simple as it looks. Because as already explained, even the producer who is staging an alliance of his own products cannot without undue expense, go in for departmentized containers. And when it comes to Combinations by two or more independent operators there is nothing for it but to preserve the individuality of the packaging. Maybe, indeed, the packages that go into partnership may not even be uniform in size.

In this dilemma the heaviest responsibility for proclaiming the character of a Combination rests with the trade mark or trade marks on the goods. A trade mark, whether the house mark of a full line, or the hyphenated name of temporary copartners in Combination selling, is the ideal means of attesting "community of interest." Indeed, since a Combination is a new article of merchandise it may plausibly be urged that the trade mark designation is an absolute requisite if the average consumer is to recognize and call for the particular Combination which he has seen advertised or which has been recommended to him by word of mouth.

Granted the dependence upon the trade mark for salvation of the Combination, the question remains of how best to employ a trade mark in this special duty. We may as well confess that there is no single answer. Several recipes for trade mark application are available, and the managers of a specific Combination must needs select the pattern that best fits their particular needs. The prime consideration is to insure the utmost visibility for the trade mark whose beholders are going to see it in a new or modified environment.

In some instances Combination strategists have gone so far as to provide a special outer case, consolidating container or blanket wrapping which affords a common shelter for the Combination elements and provides excellent display for the trade mark or composite trade mark which signals the Combination. And in a few instances enthusiastic Combination marketers have

(Continued on page 22)

October 15, 1933

THE MACARONI JOURNAL

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## Association Directors Meet

To assist and guide the macaroni industry in developing the final form of the Macaroni Code and to fairly administer its provisions the members of the National Macaroni Manufacturers association have given unstintingly of their time and money. The final touch was given the Code by the Board of Directors in 2 meetings in Washington just prior to and following the hearing.

At the meeting held Oct. 3 in the Mayflower hotel, Washington, D. C., attention was centered on the preparation of the final form of the code as it was presented at the hearing Oct. 5. To the directors had been made known the wishes of the government through the contact men—President G. G. Hoskins and Director Wm. Culman, acting as the industry's special code committee. In practically every instance the suggested changes were incorporated, with the result that the code went to the hearing in a form readily acceptable and as fair to the industry as could possibly be obtained.

It was brought out at the meeting that nearly \$5,000 had been spent by the National association in promoting adoption of the macaroni industry's code and that additional funds would be needed to administer the code before returns thereunder would be sufficient to finance the activity. Twenty-eight firms, loyal and

true, came to the rescue with loans to the Control Committee sufficient to meet the immediate demands for funds.

The second meeting of the Board of Directors of the N. M. M. A. was on the evening of Oct. 5 following the public hearing. Its purpose was to set up the machinery for administration of the code as soon as it received presidential approval. It had received authority to do so from the general meeting of the macaroni industry the previous day.

Plans were laid for election of a Board of Control by the entire industry and ballots to that effect will be sent all known manufacturers containing a list of nominees selected by the leaders of the trade at the meeting referred to. Spaces will be provided on the ballot for insertion of additional names should any desire to vote for others than those nominated. The first control committee members will, when elected, serve till June 30, 1934.

It was also planned to set up a national office in Chicago for administration of the Macaroni Code for the industry, by the industry itself. That office will be separate and distinct from the association office; though the personnel of the latter may be used to a greater or lesser extent in handling the business of the control organization.

Directors and officials who took part

in the 2 meetings referred to were: President G. G. Hoskins, Vice President L. S. Vagnino, Adviser Alfonso Gioia, Washington Representative B. R. Jacobs, Accountant R. V. Thornton, Secretary M. J. Donna and Directors Wm. Culman, Edw. Z. Vermylen, G. Guerrisi, Joseph Freschi, G. La Marca, Walter Villanue, John V. Canepa, V. Giatti and Golden.

## Dangerous Working Habits

Failure to use guards provided on dangerous machinery.

Talking with men operating dangerous machines.

Practical jokes or horseplay in the plant.

Neglecting to wear goggles in hazardous work.

Leaving boards with protruding nails for persons to step on.

Piling material carelessly.

Using dull or mushroomed tools.

Leaving material on plant floors.

Moving heavy cases and boxes with bare hands instead of hooks.

Carrying of gasoline-soaked or oil-soaked waste in pockets when working around blow torches or open flames.

fooling with electricity.

Lifting material the wrong way and lifting too heavy material.

And last but not least, violating safety rules.

—The Safe Worker.

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

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

They know Commander Superior Semolina is dependable.

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



COMMANDER MILLING CO.

Minneapolis, Minnesota

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



# He Was Too Busy "Getting Ahead" to Use the One on His Shoulders

## A Macaroni Manufacturer Discovers Why He Has Not Been Successful

By James Edward Hungerford

Speaking confidentially on the subject, "How I could have been more successful," a macaroni manufacturer asserted he would be considerably in advance of where he is now if he had adhered to a different policy in his business. His statement should interest others.

"I am like many others in my field," he stated. "If I had made a habit of studying human nature as carefully as I figured plans and schemes to increase business I would have enjoyed more success and builded on a far more substantial basis. Many of us overlook that very important factor, the human equation."

"I have let many dollars slip through my fingers, because I was in too much of a hurry 'getting ahead.' Had I used my head more, and tried to 'get ahead' less I would have been far ahead of where I now am."

"By being in too much of a rush I have lost a lot of business that should logically be mine. I have always had too many irons-in-the-fire. People, I have discovered, never like to do business with those who haven't time to give them courteous, unhurried attention. Each individual wants to feel that he is important; that those he deals with are interested in him."

"Egotistical? To be sure. We are all egotists, and to some extent selfish. We want what we want when we want it, and if those with whom we deal don't supply it in just the way we want it we find others who will. That's human nature."

"I have given too much attention to petty detail—time that should have been devoted to making friends of the buyers of my product. I have spent endless hours devising plans to get more business, and neglected to get the business that required no scheme or plan to obtain it—but just a little more understanding of the psychology of human nature."

"Not that I have chased customers away by coldness and indifference. I have chased them away by chasing away from THEM. By always being in too great a hurry to give customers the individual consideration they deserved."

"I was always frantically in haste to get orders, get them filled, and have done with the deal. Had I exercised more patience and judgment I would undoubtedly have profited to a far

greater degree and saved myself much useless effort and time waste.

"Customers are always open to interest in them. Especially are they receptive to sympathy, understanding and kindness. Had I possessed the foresight to cater to these sentiments, my business would have shown a considerable upturn at the end of the year. People will go out of the way to do business with a friend—and keep out of the way of those who have no friendliness to offer."

"Hurry, rush, impatience, greed to grab, is the certain road to disaster for a small macaroni manufacturer. Always I have been striving to 'get ahead,' instead of using the head I have. The strange thing is I didn't awaken to this until recently. What opened my eyes was a servant girl in my own home."

"She was a good servant in many respects, and was always busier than a hen with twenty chicks, with a hawk soaring above and a hungry weasel in the offing! This girl was so busy rushing about 'doing things' that she quite overlooked her employers. She was always in such a hurry 'getting things done' that she slighted each member of the family personally, and offended us all."

"For example, my wife likes butter-milk and I detest even the smell of it. Invariably 'Hilda' placed the butter-milk at my plate. On the other hand, I like cottage cheese and my wife abhors it. My wife always got the cottage cheese and I got the butter-milk. And so it went. While Hilda dashed about thinking of everything else but how to PLEASE us we became more and more irritated, and finally discharged her."

"It suddenly dawned on me that I was doing the identical thing in my business for which we had fired Hilda."

"I was rushing about like a chicken with its head off 'doing things,' and pleasing nobody. I hadn't even taken the time to get acquainted with my own employees. They were strangers to me—mere automatons. I had never made any effort to cultivate them."

"I was too busy 'getting ahead' to give any attention to anything else."

"And if I didn't know my own employees, I knew my customers less."

"I was reluctantly forced to admit it. No buyer of my product had ever had

me cornered long enough to really get acquainted with me—and a lot of them had quit trying, and got acquainted with my competitors!

"I had books on 'How to succeed in the macaroni manufacturing business,' with this scheme, idea, plan, and was busier than a pup with fleas trying to put them over—and overlooking the biggest bet of all, how to please my customers by interesting myself in them and cultivating their confidence."

"My business was built on the shifting sands of 'Get the business,' rather than upon the firm foundation of 'Get the good will of customers, and keep it.'"

"Many macaroni manufacturers—a surprising number—are making the same mistake, and don't realize it. No business-building plan, idea or scheme was ever devised that can take the place of that personal quality that can get and hold CUSTOMERS. If a man doesn't possess it naturally, it can be cultivated. The secret is—interest yourself in the buyers of your product and treat them as you would like to be treated if the situation was reversed."

"In other words, the Golden Rule."

"We are being given plans, schemes, ideas, on every hand to increase business and make more money. How to inveigle people in this, that, and the other way. How to bait the hook alluringly, how to angle and how to land the 'fish' after it is caught. What happens to the 'poor fish' after that is nobody's business!"

"I have discovered that macaroni buyers are not 'fish' and cannot be treated like fish. They insist on being treated like human beings, and will respond quicker to personal interest than any substitute that can be offered. Service, quality, price are factors—yes. But they can't replace that human factor, personal interest."

"I am starting anew with this slogan: 'Seek ye first the confidence and friendship of your customers, and their CASH will be added unto you.'"

"Had I learned this sooner I would be far ahead of where I am today in the macaroni manufacturing business."

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October 15, 1933

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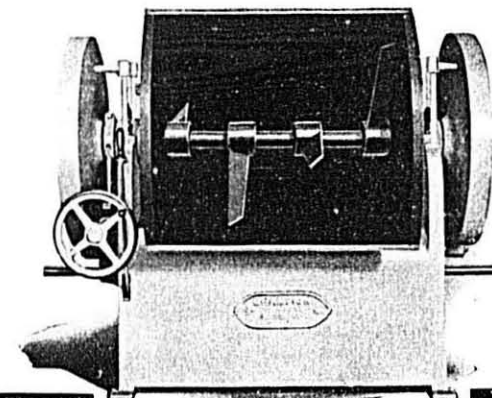
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# Does the "Del Monte" Case Affect Your Trade Marks?

## Circuit Court Decides \$1,000,000 Suit

Case Reviewed by L. W. Mida, President,  
Mida's Trade Mark and Patent Bureau, Chicago

On Feb. 6, 1933 an important case, pending for the past 3 years, was decided. The decision enlightens upon and confirms certain principles of equity in trade mark property as fixed by territorial rights, irrespective of what has gone before in the Patent Office.

To better understand the decision some slight review of the circumstances leading up to the suit is essential. The case is that of Tillman & Bendel, Inc. vs. California Packing Corporation, and concerns the use of the brand "Del Monte" for coffee, conducted on appeal in the United States Circuit Court of Appeals for the Ninth District of California, Southern Division No. 6676, Appellant Tillman & Bendel, Inc. and Appellee California Packing Corp., in a cross-bill wherein the Appellant sought an accounting and general relief and the Appellee sought damages asserted to be \$1,000,000.

The Lower Court entered a decree enjoining Tillman & Bendel perpetually, from using the name "Del Monte" on coffee, unless made for the California Packing Corp. In that Court the decision was largely predicated upon the understanding that "Del Monte" brand was a grade mark and not a trade mark although it was freely admitted in the evidence that the designation "Del Monte" was originated by the predecessors in business of Tillman & Bendel and carried forward to the present business through the chain of successorship. The name "Del Monte" having been used originally in connection with various foods including coffee since approximately the year 1887, the first sales having been made to the Hotel Del Monte near Monterey, California, from which geographical point the name was derived.

Although the brand may have been started as a designation for a grade mark for a certain blend, the evidence shows that the designation developed into a trade mark in later years and for some years prior to the year 1927 was recognized as a brand for coffee in the states of California, Nevada, Oregon, Washington, Montana and Arizona. It should be noted that the business of Tillman & Bendel was very largely a "western business."

The California Packing Corp. and its predecessor in business starting as far

back as 1904 were establishing markets in all parts of the country for its "Del Monte" fruits and vegetables. In 1926 Tillman & Bendel planned extension of its coffee business outside the six western states in which it had been selling and during the ensuing years largely expanded its field and increased its volume of sales. It should be observed that the California Packing Corp. added coffee under the "Del Monte" brand to its line of food specialties, although there was no substantial sale of coffee prior to 1928.

The decision stresses the fact that there was no tangible evidence showing that the brand duplication proved injurious to Tillman & Bendel, and while there was some confusion occasioned "speculation and inference cannot take the place of affirmative proof." Considerable evidence verified the claim of confusion and injury to the California Packing Corp., especially in markets it had intensively developed for its line of foods prior to the entry of Tillman & Bendel in such markets. It was this assertion of injury that estimated the plea of damage of \$1,000,000.

The Court of Appeals gave due recognition to the fact that Tillman & Bendel adopted the "Del Monte" brand at a date prior to that of the California Packing Corp. and dismissed the question of its being a grade mark in the following language:

Despite the various discrepancies in the testimony and variances in the exhibits, we are of the opinion that the course of dealing of the appellant during the past four decades, indicates that the "function" of the name "Del Monte" was, partly at least, to designate "origin" or "ownership." That the name also fulfilled the office of a grade designation did not militate against its trade mark use.

It will be noted that such use began as early as 1887 while the first use by the California Packing Corp. on any product was in 1891.

The established doctrine of prior appropriation in the law of trade marks prevailed with the primary examiners in the Patent Office where the application to register "Del Monte" coffee filed by Tillman & Bendel was approved but opposition thereto was filed by the California Packing Corp. The examiner of Interferences sustained the primary examiner and upon appeal to the Commissioner of Patents the award

of registration was affirmed by the Commissioner and the opposition dismissed. The case was then appealed to the Court of Customs and Patent Appeals where final jurisdiction as to registrability is determinable. The Court stated is without jurisdiction in determining questions of the right to use trade marks and the case accordingly was taken to the governing District Court, resulting in the following Deduction Court:

The appellant seems to have overlooked the fact that the very argument which tends to establish its trade mark rights in the west—namely, the identifying nature of the phrase "Del Monte"—will militate against the appellant's invasion of the east, where Tillman & Bendel in 1927 was a newcomer, in view of the secondary meaning of the name "Del Monte" theretofore built up by the appellee.

The final decree in effect reduces the litigation as follows: THAT THE LOWER COURT IS REVERSED IN THAT TILLMAN & BENDEL, INC. ARE PARTLY RELIEVED FROM THE INJUNCTION BY PERMISSION TO SELL "DEL MONTE" COFFEE IN THE STATES OF CALIFORNIA, OREGON, WASHINGTON, MONTANA, NEVADA AND ARIZONA AND THE INJUNCTION REMAINS IN FORCE THROUGHOUT THE BALANCE OF THE UNITED STATES. THE CALIFORNIA PACKING CORPORATION ARE PERPETUALLY ENJOINED FROM SELLING "DEL MONTE" COFFEE IN THE SIX STATES NAMED. THE AMENDED DECREE CONFIRMS THE LOWER COURT THAT DAMAGES SHOULD NOT BE AWARDED TO EITHER PARTY AND THAT EACH PARTY PAY ITS OWN COSTS.

### Government Durum Crop Report

As of Sept. 1, 1933 the Crop Report Board of the U. S. Department of Agriculture makes the following forecasts and estimates on the durum wheat crop.

The 1933 crop conditions are figured at about 46.2% and the estimated production about 19,000,000 bus. The average 1921-33 condition is placed at 73.2% while the average production for

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1926-30 is 66,000,000 bus. In 1932 the durum wheat crop was about 40,000,000 bus.

The 1933 crop was harvested from about 2,500,000 acres. Last year 3,863,000 acres were devoted to durum growing, while the average for 1926-30 was 5,428,000 acres as compared with an average yield of 12.3 bus. for 1921-30. The indicated yield this year was only 7.4 bus. per acre.

The durum wheat production for 1933 is figured at 18,475,000 bus. and other spring wheats at 147,727,000 bus.

The 4 durum wheat growing states are North Dakota, South Dakota, Minnesota and Montana. North Dakota leads in total production. It is estimated that the yield in that state this

year will be 16,388,000 bus. Minnesota will be second this year with 1,210,000 bus. The South Dakota crop was not so promising, with a prospective yield of only 525,000 bus. Montana will harvest about 352,000 bus. A few other states produce durum in small quantities.

An indication of the short durum wheat crop this year is given by comparisons with production the past 5 years. In 1929 the durum wheat crop totaled 56,307,000 bus. In 1930 it reached the high figure of 59,191,000 bus. In 1931 it dropped to 21,266,000 bus. while in 1932 there was produced 40,813,000. As indicated by the Sept. 1, 1933 estimate this year's production will be approximately 19,729,000 bus.

new uses, or perhaps old recipes just revised, for the use of macaroni, spaghetti and noodles.

### Baked Macaroni-- Canned Asparagus

For the busy mother who wants to serve a well-balanced and a nutritious noon luncheon or an evening meal for her kiddies, the Mayonnaise Institute, Inc. of New York city in a recent release highly recommends "Baked Macaroni and Canned Asparagus" because of its ease of preparation and pleasing and nutritious qualities. "The children are back in school; there is fall house cleaning to be done. Curtains are to be laundered, draperies hung, and many other little things before the cold weather sets in," it reads. To this busy mother this easily prepared, satisfying hot dish for the noon lunch is recommended:

**Baked Macaroni and Asparagus**  
1 pkg. (8-oz.) macaroni broken in inch pieces.  
4 tbsps. butter  
3 tbsps. flour  
2 1/2 cups milk  
1 tspn. salt  
1/4 cup grated cheese  
3 tbsps. worcestershire sauce  
1/2 cup mayonnaise  
2 cups canned asparagus cut in 1/2-inch pieces  
1/4 tspn. white pepper  
1/4 cup buttered bread-crumbs

Cook macaroni in boiling, salted water until tender. Drain and rinse with cold water. Make a white sauce in a double boiler with the butter, flour, milk, salt and pepper. Add cheese and stir until melted. Remove from fire and slowly add worcestershire sauce and mayonnaise, stirring constantly. Arrange alternate layers of macaroni and asparagus in buttered casserole. Cover with sauce and buttered bread-crumbs on top. Bake in slow oven until brown. Serves 8.

### 219,818 Wheat Farmers Signed Up

Latest available reports to the wheat section of the Agricultural administration show that 219,818 wheat farmers have thus far signed applications for contracts to reduce their 1934 and 1935 wheat acreage and to obtain the compensatory payments provided under the wheat control program. The wheat acreage controlled by the farmers who have signed totals 21,291,694 acres. The reports cover the campaign up to September 18.

In 182 counties wheat production control associations have been organized among the farmers signing the applications, as the next step in the wheat control program. Officials of the county associations will make the individual allotments to farmers in their counties and will have charge of the local administration of the program.

Contracts and allotments from the counties, after being checked by the county organizations, will be forwarded to Washington for approval of the Secretary of Agriculture.

## That Macaroni Hole

By PRUDENCE PENNY

For many, many years I have wanted to know how the hole got into macaroni, and for the first time in my life I had the pleasure the other day of going through one of our own thriving establishments and saw how macaroni and spaghetti were made.

Have you ever wondered, friends of mine?

But before I tell you, I do want to say that the essential point in the manufacture of macaroni is that the meal or "semolina" from which it is made comes from hard, very glutinous wheat.

After being sifted the flour is mixed with the correct portion of water, sent to the kneader, and here the dough is kneaded and kneaded. The kneader used in the making of macaroni (and this includes all pastes) is not of the same type as that used in a bakery, but it reminded me of an enlarged solid timbale iron.

### How the Hole Is Made

From the kneading machine it is blocked and then put into larger cylinder presses which form the macaroni or spaghetti. It was here I found out how the hole was made.

Into these presses large copper dies are placed, the holes in the dies varying in size. In the center of each hole is a 3-way knife, sort of like a clover leaf, the center of which has a small needle-like point. As this dough is pressed against the perforated die under a 2000-lb. pressure, the needle and blade makes the hole, and then the continuance of the pressure and the gluten of the flour bring together the edges of the paste, but still leave the hole.

The dough comes from these dies in long strings, is cut off and placed on wooden racks, where it is rolled into cooling rooms to thoroughly dry before being packed. For the long macaroni 72 hours are required for drying, and for the shorter cuts only 36 hours.

### Smaller Macaroni

Spaghetti, which is really smaller

macaroni and as a rule not having a hole through the center, although we saw some that had the tiniest kind of a hole through it, is made the same way.

In the early days of macaroni making they relied on God's sunshine to dry the macaroni, in fact in telling me about those days the gentleman in charge said "we put our trust in God," hoping for continual sunshine so that the macaroni would dry in 3 to 4 days, but when rain and clouds came it used to be a problem. Now they rely on electrically operated fans to circulate fresh air in the drying.

Large and small butterfly shapes are made, shell variety, some resembling kernels of wheat for soup—in fact there are 41 different varieties made at this factory.

And noodles are included in the varieties.

### Electrically Rolled

Those of you who have made noodles know the time required in rolling and rolling, so that all the air bubbles are broken—then the sprinkling of flour, again rolling the dough with the fingers, and the cutting with a very sharp knife.

Well, in the making of noodles at this plant, strictly fresh ranch eggs are used in the dough, and then it is a machine that does the rolling and pounding. Back and forth it goes for the allotted time and then is rolled very thin through these copper rollers, and then wound on a wooden spool just as silk or gingham is wound on a spindle. But it does not stay there very long, for it is taken to another machine where it is cut into the desired width.

This, too, is dried as is the macaroni and spaghetti, and very soon placed on the grocerman's shelf ready for you, Mrs. Homemake, to utilize in some appetizing dish.

It was a most interesting, fascinating visit, my curiosity was satisfied and I hope very soon to give you some

## NEWS OF THE INDUSTRY

### Joseph Piscitello Dies

Joseph Piscitello, president of Quality Macaroni company, Rochester, N. Y. which he organized 13 years ago, died Sept. 18 following a month illness. His firm has long been a member of the National Macaroni Manufacturers association. Practically his entire manhood in Italy and America was spent in the macaroni manufacturing business. Mr. Piscitello is survived by his wife, 3 sons, Christie, Samuel, and Daniel and 2 daughters, Mrs. Russell Incavo and Mary Piscitello.

Funeral services were conducted in Mount Carmel church on Sept. 22 with burial in Holy Sepulchre cemetery.

### Connellsville Plant Reorganized

The plant of the La Premiata Macaroni company, Connellsville, Pa. is again in operation as a result of the purchase of the plant by a group organized to take it over. The plant is now the property of the Jesse C. Stewart company of Pittsburgh, one of the leading wholesale food firms of Pennsylvania, acquired at a receiver sale.

With the cooperation of the Connellsville Board of Trade an organization has been formed to take over the operation of the plant whose products find a ready market in Pennsylvania, Maryland, West Virginia and Ohio. About 40 are now employed in the plant which is operating approximately 65% of its capacity with prospects of increased production and a resulting enlarged staff of employees.

At the first meeting of the stockholders of the company, the following officers were elected: President, Jesse C. Stewart, Pittsburgh, Pa.; vice president, J. R. Davison, Connellsville, Pa.; secretary-treasurer, Joseph J. Cuneo, Connellsville, Pa.; directors, John Davis and J. V. Shartzler of Connellsville, Pa.

Secretary Joseph J. Cuneo was named plant manager and superintendent. The firm is operating under the NRA subject to provisions of the Macaroni Code.

### Build Macaroni Addition

Porter-Scarpelli Macaroni company of Portland, Ore. is planning to build a one-story addition to its factory at 3510 N.E. Broadway. The contract has been let and the annex will be ready for occupancy early this fall.

### California Manufacturers File State Code

Through President Michael D. Mattei of San Jose the macaroni manufacturers of northern California have filed a proposed code under the California Recovery Act with the state commissioner of corporations. It was filed Sept. 12 and one of the principal arguments supporting the code as submit-

ted is that it would increase the number of employes in the macaroni factories of that district about 15%.

The code provides for a 40-hour week against 48 hours, the present schedule; also for a minimum wage of \$6.25 a day for skilled labor which means approximately 11% increase over the existing scale.

The hearing date for the state code has not been set, but the California manufacturers are almost 95% behind the code proposed for the entire macaroni industry through the National Macaroni Manufacturers association.

### Compactness Features Air Filter

An entirely new model air filter effecting an important reduction in height and therefore requiring less head room is announced by the Independent Air Filter company, 215 W. Ohio st., Chicago. This compact model may be installed where heretofore it has been difficult or too costly to install curtain filters of the impingement type. It has a manual control, a feature which eliminates the extra cost of motor drive. This form of control is practical on the smaller size units ranging in capacity from 100 to 4500 cfm. Motor drive is usually preferred on the larger sizes.

This type is especially adapted for air compressors, Diesel engines and a wide variety of small ventilating jobs, where its self cleaning and constant effect features are highly desirable. A weather hood can readily be attached for outdoor installations.

### Secrets of Successful Trade Marking

(Continued from page 16)

gone to the trouble of designing a special trade mark destined to identify the group as a whole. On occasion, too, an established trade mark name has had hitched to it "Special," or some other qualifying word to denote trade mark individuality.

The expense of special packaging or super trademarking is not however necessary to very effective recourse to trade marks as mediums of knitting together the "related" or "unrelated" members of a Combination. The spirit of commodity association may be impressively conveyed by so simple an expedient as a paper band bearing the required trade mark inscriptions, drawn tightly around the teamed-units. Or by a tag carrier of trade marks attached to a cord or tape bundling the several packages that comprise a Combination.

Perhaps the greatest usefulness that is open to a trade mark as Combination-bond comes when the Combination technique is employed as a means of

introducing a new member of a family of products. Here, the aim is to win acceptance for the newcomer on the strength of good will or consumer faith in time-tried items in the line. Hence the advantage of a Combination setup which stresses the fact that the unfamiliar member is of the same proud lineage as the older products which are sponsoring it, so to speak.

### Macaroni in Foreign Trade

In both the government reports for June and July 1933 there is noted an increase in the importation and exportation of macaroni products over similar periods since the depression almost wrecked this trade.

#### Exports.

During June there was exported a total of 177,732 lbs. of macaroni, spaghetti and noodles having a value of \$12,211. In July this business increased to a total of 247,071 lbs. with a value of \$18,498.

For the first 7 months of 1933 the exportation of domestic macaroni totaled 1,260,126 lbs. with a total value of \$86,982.

#### Imports.

In June 1933 the government figures on foreign macaroni entering this country show that 88,174 lbs. was imported at a cost of \$5,082. In July we imported 131,579 lbs. for which we paid \$8,416.

For the first 7 months of 1933 the total of macaroni imports was 977,360 lbs. costing \$62,593.

The list of countries to which American macaroni was exported during July 1933, and the quantities exported to each presented in pounds as prepared by the U. S. Bureau of Foreign and Domestic Commerce is given below:

Countries	Pounds
Netherlands	7,550
United Kingdom	32,000
Canada	77,149
British Honduras	1,567
Costa Rica	1,580
Guatemala	2,236
Honduras	18,278
Nicaragua	3,447
Panama	16,820
Mexico	2,731
Miquelon and St. Pierre Is.	18
Newfoundland and Labrador	6,263
Bermudas	184
Barbados	198
Jamaica	1,343
Other Br. W. Indies	331
Cuba	17,037
Dominican Rep.	8,194
Netherland W. Indies	6,615
Haiti, Republic of	3,144
Virgin Is. of U. S.	1,996
Venezuela	492
British India	142
China	3,033
Netherland E. Indies	576
Hong Kong	500
Japan	3,172
Philippine Islands	29,014
Siam	53
Other Asia	18
Australia	69
French Oceania	164
New Zealand	186
U. of S. Africa	581
Total	247,071

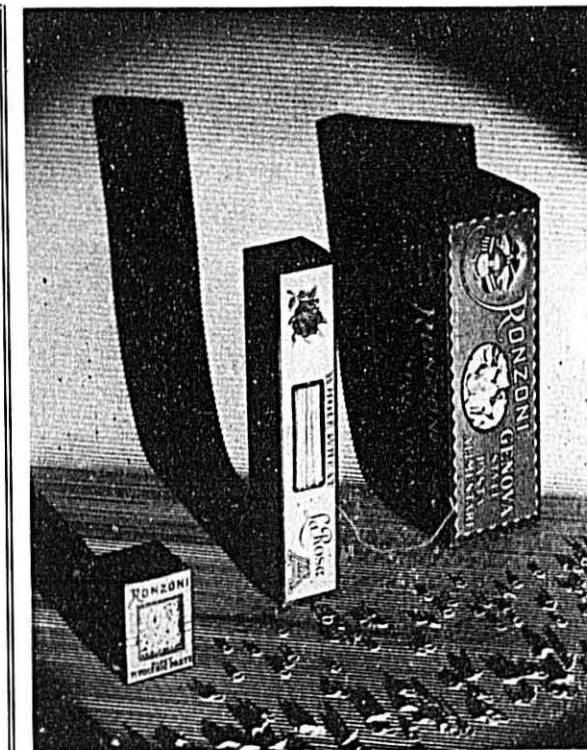
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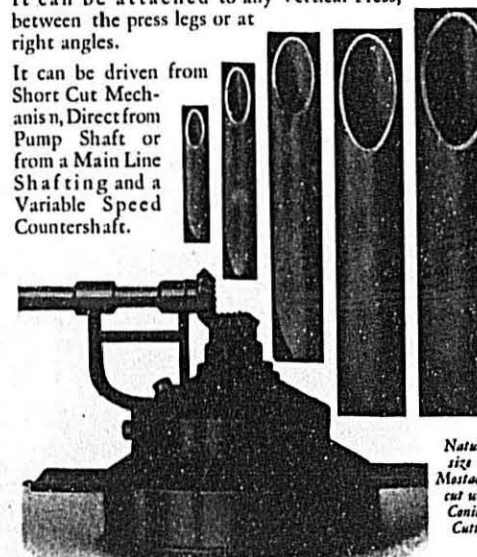
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# Is Macaroni the Answer to the Sulphur Problem?

By R. W. Crosley, Pacini Laboratories, Inc.

Sulphur has long been supposed to exert a profound influence on human and animal life. Superstitions regarding sulphur can be traced back to antiquity, but it is only recently that the truth has been learned. The ancient beliefs have been put to the test and it has been learned that sulphur is truly an essential food element and that men cannot live without it. Considerable knowledge of the sulphur requirements of the body has been acquired and it is now known that the body can use only certain special forms of sulphur, such, for example, as the cystine sulphur which is found so abundantly in the proteins of durum wheat.

Sulphur occurs in a great many forms and in combination with numerous substances. Its action varies with its state of combination. At least 2 forms of sulphur are absolutely essential to life. At least 2 other forms are violent poisons. Various others are comparatively inactive.

Why should the same element act either as an essential food or as a deadly poison, depending upon its form? The basis of the change from food to poison seems to be connected with the relative proportions of hydrogen and oxygen carried by the sulphur atom, as well as with the presence of certain other elements such as carbon and nitrogen.

No animal nor plant can continue to live without sulphur in such forms as cystine, cysteine and glutathione. When animals are fed a diet deficient in this type of sulphur they stop growing and eventually die. This fact has been known for many years but recent developments have brought it into the limelight. Scientists at the Lankenau Hospital and Research Institute of Philadelphia have demonstrated that sulphur in the "mercapto" form is necessary to normal growth. They claim that there can be neither growth nor healing of wounds without this form of sulphur. These men have gone so far as to try out such compounds, both natural and synthetic, on their patients with good results. One reason why cystine is essential in the diet is that cystine can easily form this type of compound within the body.

The Philadelphia scientists have also discovered that partial oxidation of these sulphur compounds leads to the formation of substances which are powerfully depressant to animal development. If the oxidation is carried far enough sulphurous acid, another violent poison, is obtained.

These discoveries lead toward a possible explanation of the fact that wheat is an excellent source of protein, and

particularly of protein which contains sulphur. They also suggest a possible explanation of the fact that cystine (sulphur containing substance) of wheat protein is a good source of cystine. This is peculiar in view of the observation that certain other proteins are not adequate sources of cystine, even though chemical analysis shows that they contain much more of this substance than does wheat protein. For example, certain milk proteins contain several times as much cystine as wheat protein and yet will not protect experimental animals from cystine starvation, while wheat protein in a similar quantity does protect.

Recently a new amino acid has been isolated from some of these proteins. Like cystine, this amino acid contains sulphur. However, this sulphur is in a different form. It is in the "thio ether" form. One would not expect this form of sulphur to be easily changed to the "mercapto" form. Furthermore it is quite possible, in view of the markedly antagonistic actions of different forms of sulphur, that this "thio ether" sulphur may counteract the good effects of cystine. On the other hand certain investigators claim that this amino acid can be utilized in the body in the same way as cystine.

Aside from its influence on growth cystine is useful in 2 other ways. It is absolutely essential to the growth of hair, which contains in it a large proportion of this substance. Also, the body is able to neutralize certain poisons and render them harmless by causing them to combine with cystine.

In view of the importance of wheat products in the food industries, research work along this line would be very valuable. Health fads and various kinds of propaganda tend to drive the public away from certain valuable wheat foods. Would this propaganda be effective if one knew that wheat contained valuable substances which are lacking in some of the so-called health foods?

Wheat contains enough cystine to enable animals to grow and to be healthy. One of the signs of cystine adequacy is the development of luxuriant coats of hair. Proteins from certain other highly lauded foodstuffs bring about cystine starvation. The animals cannot produce abundant and healthy hair. In fact they stop growing and eventually die unless cystine is supplied to them.

The experiments on cystine in wheat have mostly been carried on with uncooked wheat. Cystine may be altered by prolonged heating, although this usually occurs only at higher tempera-

tures than are used in cooking, or else in the presence of strong chemicals. Do any of the methods of preparation of wheat foods injure the cystine? To what extent is it still effective in cooked products, and which are best? Does the baking of bread or the boiling of spaghetti detract from the nutritive value of wheat protein? These questions can be answered only by a carefully planned program of research.

## Proxate a New Fumigant

Producers of macaroni products will be interested to learn that a new fumigating gas, harmless to food yet effective, is on the market. It is more toxic than carbon bisulphide yet nonpoisonous and may be breathed in quantities without any ill effects.

Proxate, the trade name, will destroy eggs, larvae and insects without the use of vacuum tanks, with the result that any sealed room or bin may be used for fumigating purposes. This gas is being used with complete success in vacuum tanks where equipment has been already installed. The new gas is noninflammable and could in case of emergency be used to extinguish fires. Delivered in steel cylinders having a capacity of 450 cu. ft. each, the gas does not deteriorate, is easy to handle and can be stored indefinitely.

Proxate is the result of preliminary investigations in the fumigating field by the research department of the Liquid Carbonic corporation, followed by cooperative work with the Crop Protection Institute.

## Dangerous Business

Every intelligent farmer in the country has been trying for the past year to make up his mind about inflation. No 2 men understand the word alike. No 2 men quite agree as to its possible effects. Tom Cathcart, editor of the *Country Home* sums up the farmer's verdict as follows: "The country has a larger supply of lazy dollars, ample stores of inactive bank credit. Of late there has been a great deal of basic improvement in the situation. That means confidence will return, currency will circulate, credit will renew its activity and the velocity of money will increase. Farmers don't want inflation, for they figure that inflation would be a short cut—to vastly worse conditions."

A hospital is a wonderful institution but who the deuce wants to be in an institution?

# THE CAPITAL TRIO



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

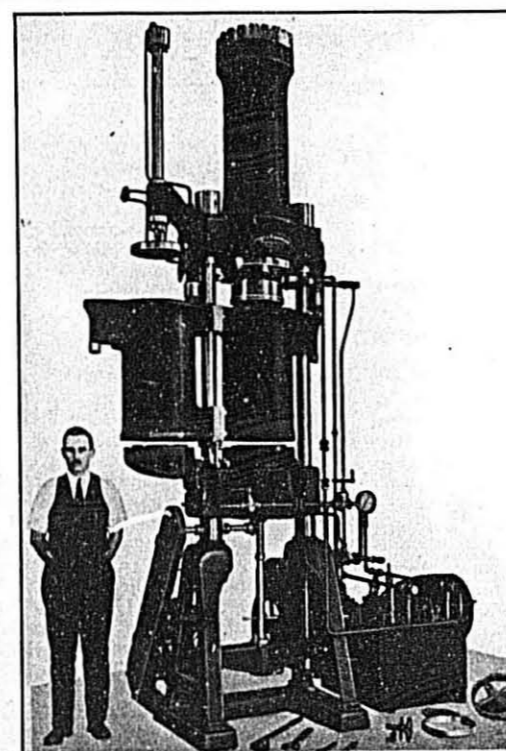
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All Sizes Up To Largest in Use

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255-57 Center St.  
New York City

# Selling Advantage of a Well Designed Package

By Ben Nash, Merchandising Counselor, New York

During recent years a great deal of attention has been devoted by food manufacturers and distributors including the progressive macaroni and noodle manufacturers to the matter of packaging for the consumer market, with the consequence that one daily hears of announcements of new packages for various food products.

In all too many cases, however, the results of these changes have not been as effective as opportunity offers. After all, merely a new package is itself an answer to no sales problem. Simply to wrap macaroni or noodles in transparent cellulose or to change the color, size and lettering of an old package doesn't necessarily accomplish what a manufacturer should expect. A clear sales purpose, a sound technique and a firm knowledge of packaging fundamentals are necessary. Yet scores of companies in the industry have been blithely proceeding on the assumption, it would seem, that change is its own justification. Moreover there has been a terrific lot of sheer imitation of one's competitor or near competitor with absolutely no consideration of one's own needs and problems.

It seems to me necessary that many manufacturers in the food industry acquaint themselves with the selling values which can be obtained in redesign of a package and familiarize themselves with the profitable possibilities that enter into the designing of an effective package, else a tremendous amount of energy and money will continue to be grossly wasted in this field.

An effective package is one that gives the manufacturer a competitive advantage that makes the product sell faster to the consumer, that makes the product more readily salable to the trade, that makes the trade want to get behind the product to sell it, that delivers the product in the most satisfactory condition to the consumer. And in doing this as it should it will stimulate the entire sales organization to greater sales results.

With the intensification of competitive pressure a greater sales burden was imposed on the appearance of the product and its package. The alert, aggressive manufacturer, seeking means of heightening his competitive position, found new possibilities in his product and its package. Today he is looking into every element of his merchandise that will help bring it up to its highest point of self-selling to the point of sale—a factor that is being strongly emphasized during this period of curtailed promotion support. Packaging is clearly one of the most important of those elements. Hence a number of consid-

erations of self-selling must underly today's redesign of package.

One of the chief considerations is that of bringing the product down from the dealer's shelf or from behind or under his counter onto the counter top or into the store window by so packaging it that the dealer on seeing the package himself decides that display of the package will make money for him immediately, as the product will sell on sight. Then there are ways of making the product a self-seller by changing a bulk or shelf item into a specialty suited to counter or window display—for example, a dozen apples attractively packaged. Another method is that of using a package that makes its own taste appeal, chiefly accomplished through the use of transparent materials. Again there are means for creating a package that presents the product in an ingenious new way to competitive advantage. Let me list a few more of the more important objectives to be sought through redesign:

A package that enables the consumer to make better use of the product.

A package that has secondary use after the original product has been consumed. This is of limited application, obviously.

A package that links several related products into a combination single purchase

unit—for example, spaghetti and sauce wrapped together, each selling the other.

A package that gives instant rise to association with other products of the same manufacturer.

A package that provides the consumer with a new size better adapted to his or her needs and buying habits.

A package that in an appealing manner increases protection against breakage or spoilage of the product.

I have attempted to cite only a number of the more important considerations that must be borne in mind in the redesigning of the package. Not all, of course, can possibly be application to the problems of any one product that the food manufacturer may be desirous of repackaging.

An effective package is not achieved through any single phase of the art of packaging. It is rather the result of a sound and fitting merchandising conception which skillfully uses every packaging resource or material which will help make the kind of self-selling product that invites the consumer's possession. The new packaging, the objective of which is greatly to enhance self-selling of the product to consumers, makes it possible for other manufacturers to achieve the competitive advantage now enjoyed by those who pioneered wisely in package redesign."

## Flag Day

John Paul Jones when a lad of 12 years fell asleep on a rock in the sea near the coast of Scotland one day and dreamed he commanded a ship and which was fighting a great battle with another ship and which flew a strange red and white flag with white stars on a blue field. Twenty years later, in 1779 when the Bon Homme Richard defeated the Serapis off the English coast, Captain John Paul Jones was reminded of his dream, for at the mast-head of his shell-torn, blazing ship flew proudly the flag of the young republic of the United States of America, red and white, with white stars on a blue field.

The flag of the Scotch boy's dream had become a reality on June 14, 1777, one year after the signing of the Declaration of Independence, when the Second Continental Congress had passed a resolution, "That the flag of the thirteen United States be thirteen stripes, alternate red and white, and that the union be thirteen white stars in a blue field, representing a new constellation." That was the birthday of

the Stars and Stripes, which we commemorate yearly on Flag Day, June 14.

Until 1818, however, there was no prescribed form for the flag. It appeared with the stars arranged in different designs and sometimes it bore fifteen stripes, to show that two states had been added to the original thirteen. It was evident that some definite form should be devised for the flag, so in 1818 Representative Peter H. Wendover of New York introduced an act in Congress "To establish the flag of the United States," and directing that the flag have thirteen horizontal stripes, alternate red and white and that a white star for every state be placed in the blue field in the upper lefthand corner. Congress passed this act, and it was signed April 4 by President Monroe.

The birthday of the flag was observed at army posts and here and there in scattered places for a number of years until 1915, when President Wilson established June 14 as National Flag Day.

One thing about embracing opportunity is that it never leaves any powder on your coat lapel.

October 15, 1933

THE MACARONI JOURNAL

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## The Business Man Who Can't Get Money From His Bank

This is surely a timely subject:—

Minneapolis, Minn.

We are appealing to you for information and help, if you can give it, in a crisis which has arisen in our business and many others. For years we have found it necessary, like other business men, to borrow a substantial sum of money for the seasonal requirements of our business. Up until the bank troubles, we had no trouble borrowing enough to carry us, on our own notes, and the loans were always repaid and there was no trouble with them. Last year we managed to get about one-third of what we needed, and this year our bank is apparently making up its mind not to lend us anything. Our resources have been much reduced by the depressed condition of business, but we are sound and can show a good statement. We have put out some feelers with other banks, in case our own bank turns us down, but have made little progress. It seems as if all the banks were standing together.

It seems to us, with all that has been done and is being done for the banks, as if they should help business get on its feet again, and what we would like to have you tell us, is whether in all the complicated stuff that is going around now, it would do us any good to appeal to any department of the Government to bring pressure to bear on the banks to compel them to grant credit to reputable business houses, who want the money only to help business and re-employment. No doubt there are thousands of other business firms in our situation, and if you can contribute anything it will be a fine public service. Omit our name.

N. & Co.

I wish sincerely I could contribute something to this situation, because I know that a very large number of business concerns, large and small, are actually suffering today for lack of credit, though thoroughly worthy of it. There are banks who are squarely and even generously trying to keep their regular customers going, but even most of these are reluctant to open new accounts which involve making loans. And many banks are even refusing to carry their own people in any substantial way except upon burdensome conditions that the average borrower can't meet today.

Many complaints have gone to Washington about this, in fact there is a steady stream of letters pouring in down there, I am told, from firms who are anxious to go along with the government's plans, but who say they simply cannot do it unless they can get some credit from the banks. The government has been entirely sympathetic with this, and has issued public appeals to the banks, but so far with little or no success. The fact is, and we might as well realize it, that not even the United States Government, plus Congress, plus the United States Supreme Court, can compel a bank, even a national bank, to make a loan if it doesn't want to. The Government realizes this perfectly and says so privately to anybody who asks. They could no more do it than they could compel a retail

store to extend credit to a customer against its will. A bank is and must be, the sole judge of its own loans, and there is no way on earth, that I know of, in which it can be made to substitute anybody else's judgment for its own.

The government has tried to bring pressure on the banks in two ways. First, when the banks were borrowing money of the Reconstruction Finance Corporation, the government announced that it would not favor loans to any bank which was not doing its share in making reasonable loans to business people. That never got anywhere so far as I know, and furthermore, the banks aren't borrowing much money from the R. F. C. today.

Second, only a short time ago the government said in substance that if the banks didn't loosen up on credit, an effort would be made to have the R. F. C. lend money to business concerns direct, which would mean that the banks would have some new and strong competition. Nobody expects this to amount to much either.

By ELTON J. BUCKLEY,  
Counselor-at-Law, Philadelphia, Pa.

He who is not open to conviction is not qualified for discussion.

The best way to start a savings account is to start it.

Extravagance is its own destroyer.

## PROFITABLE THINKING

The quality of our Dies is the medium through which we maintain or forfeit your patronage.

This fact is foremost in our minds when executing your orders for new Dies or repair work. Hence,—INSUPERABLE MACARONI DIES.

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, N. Y.

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

**The 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  
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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 October 15, 1933 No. 6

**Packaging Machinery Manufacturers Institute**

The Packaging Machinery Manufacturers Institute, Inc. was completely organized at a meeting of the packaging machinery industry in Buffalo, at which about 75% of the industry was represented. A code of fair competition was also prepared and approved unanimously and the Institute was authorized to present the code to the National Recovery Administration.

The meeting also gave the committee appointed by the board of directors of the Institute full power to act for the industry. The committee which will present the code to the NRA is as follows:

H. H. Leonard, vice president and general manager, Consolidated Packaging Machinery Corp.; Col. F. K. Knowlton, president, M. D. Knowlton company; Roger L. Putnam, president, Package Machinery company.

The officers and directors elected by the Institute are as follows: President, H. H. Leonard; vice presidents, Roger L. Putnam, H. K. Becker, vice president and general manager, Peters Machinery company; R. T. Bacher, president, McDonald Engineering Corp.; Charles L. Barr, salesmanager, F. B. Redingto company; G. Prescott Fuller, wire stitching division, Dexter Folder company; A. G. Hatch, general manager, M. D. Knowlton company; C. E. Schaeffer, assistant salesmanager, Stokes & Smith company.

W. J. Donald of 52 Wall st., New York, N. Y. was elected executive vice president and treasurer.

The committee, which has been in existence for about a year, had previously incorporated the Institute in Delaware. Subsequently the industry was in a position to complete organization at the Buffalo meeting by adopting by-laws, electing directors and officers.

The first annual meeting of the Institute will be held in October on a date to be determined by President Leonard.

**Pillsbury Makes "Napoli"**

A firm in Oslo, Norway desirous of knowing the name and the address of the miller of the "Napoli" brand of semolina made an inquiry through the Norwegian American Chamber of Commerce, Inc., New York city who in turn asked the C. F. Mueller company, Jersey City, N. J. for the information. The macaroni firm passed on the inquiry to the National Macaroni Manufacturers association headquarters staff which immediately supplied the information that the brand was made by the Pillsbury Flour Mills company. The facilities of the National association for services of this nature are always at the command of any who are in any way interested in the macaroni industry or its basic raw materials.

A grade crossing is often the meeting place between headlights and light heads.

**Paul S. Willis Reelected**

At the annual meeting of the Associated Grocery Manufacturers of America held at French Lick, Ind., Sept. 11-12, 1933 Paul S. Willis was reelected president of the organization for 3 years. Among other officers elected for one year were B. E. Snyder of R. B. Davis company, first vice president; R. L. James of Libby, McNeill & Libby, second vice president; R. W. Snow of Canada Dry Ginger Ale, Inc., third vice president, and H. D. Crippen of Bon Ami company, treasurer. The following directors were chosen: W. C. Arkell, Beech-Nut Packing Co.; T. J. Reynolds, Diamond Match Co.; L. J. Gumpert, B. T. Babbitt, Inc.; W. R. Barry, Gold Medal Foods, Inc.; R. Douglas Stuart, Quaker Oats Co., and Charles F. Baumgart, Kellogg Co. Charles Wesley Dunn was retained as general counsel.

The convention adopted resolutions (1) asking manufacturers not to display the Blue Eagle emblem on consumer packages but rather on containers, thus avoiding unnecessary expense in the distribution of essential supplies and by doing so prevent any undue price increase. (2) Endorsing and urging early adoption of the Grocers Master Code because under the present restricted price competition of grocery products, distribution tends to demoralize the industry and defeat the basic purposes of the two acts, AAA and NRA.

**Miller Recovering**

John F. Diefenbach, secretary-treasurer of the Amber Milling company, Minneapolis, who was stricken by an attack of acute appendicitis while in Chicago last month is rapidly recovering from an emergency operation performed at Columbus hospital, Chicago.

**WANT ADVERTISEMENTS**

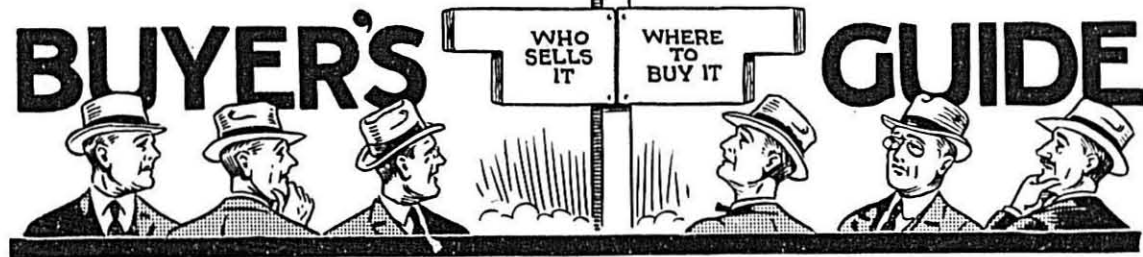
WANTED—One complete used equipment to produce Bologna Style Paste. Must be in perfect running condition. Address "Bologna" c/o Macaroni Journal, Braidwood, Illinois. (6)

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25 Shares of Capital Stock of the Kansas City Macaroni & Importing Co. OF KANSAS CITY, MO.  
Apply to Joseph Di Santo 118 FOURTH AVE W., DULUTH, MINN.

**FOR QUALITY AND SERVICE GIVE US A TRIAL CARTONS NATIONAL CARTON CO. JOLIET, ILLINOIS.**

**SPECIAL Today Only**  
**Big-V-Macaroni or Spaghetti**  
in Packages  
24lb Case \$1.20  
20lb " \$1.00  
**VIVIANO**  
845 W. Randolph

It's just an old-time custom. An ancient method of advertising a modern food product in Chicago. (Sept. 18, 1933.)



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	<b>Boxes and Shooks</b> Decatur Box and Basket Co.	

**Urge Quality and Quantity Standardization**

As a protection to the consuming public all indications are that officials under the new deal will look with greater favor on activities aiming at more uniform quantities and better qualities in food products. This has been the aim of the progressive manufacturers in the macaroni industry for years and while the suggestion is made primarily to the bakers it will undoubtedly widen in scope to include all food products. Dr. Fred C. Howe, consumers counsel of the Agricultural Adjustment Administration suggested last month that bakers might well get busy in standardizing quality and weights of bread.

"Bread is one of the chief sources of nourishment, and yet the public's only gage for its quality is the most unreliable one of taste," states Dr. Howe. "In the early days of the baking industry bakers had to compete with the quality breads baked at home. They had to make a very superior quality to overcome that competition, but with the passing of breadmaking from the home there has been a decreasing pressure on bakers to maintain quality.

"It would be an immense service to the public if the bakers would voluntarily set standards, with government approval, on the basis of nutritive content and certain quality factors. It would be especially timely to have such action taken right now when the public is unprotected in the quality of its bread in this period of changing costs and prices.

"There has been a great deal of confusion and misunderstanding about bread prices the past two or three months because of its lack of standards. This applies also to a lack of uniformity in weights. Many bakers have made changes in weights. Probably there have also been changes in bread formulas, although we have very little information thereon."

**Prices and Taxes**

Strange as it may seem the motorist now faces the possibility of being the victim rather than the beneficiary of the National Recovery Act.

He is paying through federal gasoline taxes about 40% of the cost of its

administration. He is asked to pay higher prices for motor fuel, tires, parts, accessories, services, etc., plus excessive federal, state and local taxes upon most of the goods he needs. If this scheme for "farm relief" by forcing motorists to use alcohol blend fuels goes through Congress next winter and it may have strong support the motorist will find operating costs raised almost to a prohibitive level by another 3-cent increase in the price of motor fuel.

So the motorist is finding himself today the irremovable object between irresistible forces—the tendency of government to impose excessive taxes and the encouragement given by government to an upward movement in prices.

Whether the motorist can afford to pay his regular taxes as a citizen, these special additional taxes as a motorist, and then pay increased prices also is a question the future must answer. Indications are the answer will be "no." State gasoline tax collections fell off some \$8,000,000 in the first half of 1933 and motor vehicle registrations declined nearly 1,000,000. In other words, the car is deserting the highway. The results will be far-reaching, lowered activity in business, curtailed travel and drastically curtailed revenues.

Verily excessive taxation is a disease whose symptoms are many and whose results usually are fatal!



**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

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

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

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**... The Secretary's Corner ...**

*A Column to Encourage the Exchange of Ideas Between the Secretary and Association Members and to Comment on Organization and Industry Matters of Interest to Members and Friends*

The roster of members of the National Macaroni Manufacturers Association as of October 1, 1933, shows 201 members in good standing, a dozen or more with dues paid to June 30, 1934. In addition there are six firms whose applications have been approved by the Board of Directors and whose memberships await only the receipt of promised dues checks.

It is with deep regret that we announce the deaths of two of our staunch members—the late Mr. Pietro Realmuto, president of the Roman Macaroni Company, Long Island City, New York, and Mr. Joseph Piscitello, president of the Quality Macaroni Company, Rochester, N. Y. They died last month.

What a splendid expression of confidence! Over 100 firms, a few of whom are not even members of the N.M.M.A., sent President G. G. Hoskins their proxies, giving him the right to speak for them at the Macaroni Code Hearing. It is a splendid example of the trade's confidence in the ability, fairness and willingness of this official to unselfishly serve the industry and to promote its general welfare.

Incidentally two firms sent proxies to the Secretary. That also

was most complimentary. Thank you. They were transferred to our President.

Chairman Louis S. Vagnino of the Standards Committee is proud of the record of returns on the "Package Weights and Sizes" questionnaire sent to Association members last month. About 70% of the member firms supplied the desired information promptly, but there seems to be no good reason why the remaining 30% should not have given this important matter their attention. So timely and so great is the need of compiling this information and data that the committee has decided to send the questionnaire to not only all delinquent member-firms, but also to all non-member organizations. It seeks to find what are the predominating sizes and weights for packages of bulk and packaged macaroni and noodle products and which sizes and weights the trade request to be retained in the standardization plans to be recommended by the committee. Come on, all who have not yet done so! Send in your questionnaires. There is still time and much need for doing so!

A sentiment all can endorse:

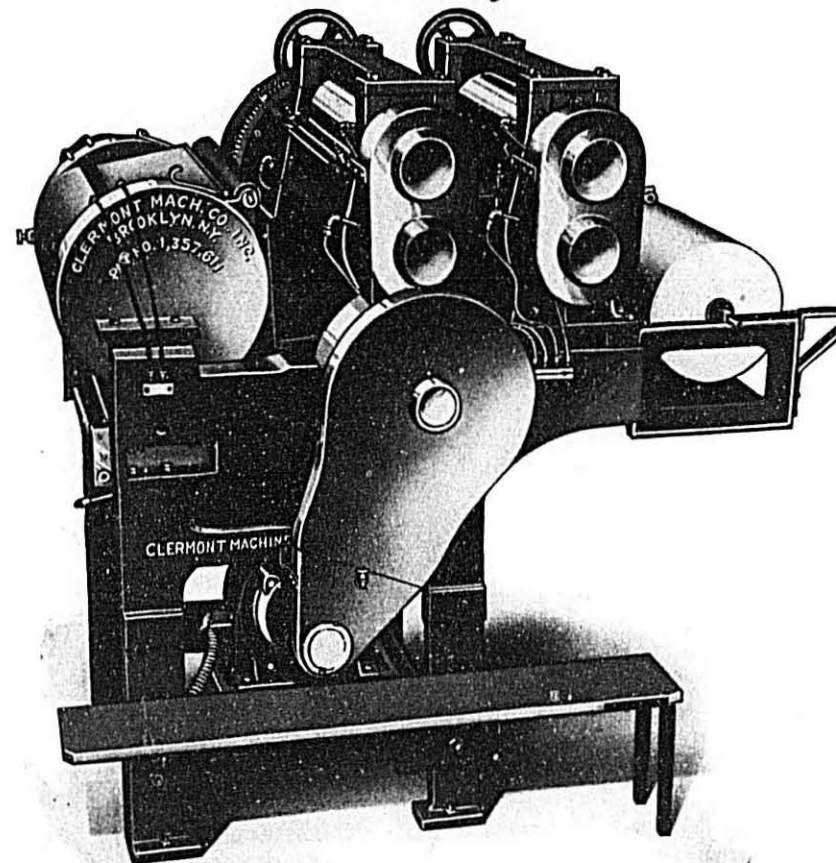
"I shall pass through this world but once. Any good thing that I can do or any kindness I can show to any human being, let me do it now and not defer it, for I shall not pass this way again."



**Another New Machine**

**Clermont High-Speed  
Noodle Cutter**

**HAS NO EQUAL**



*Produces from 1000 to 1200 pounds an hour*

*Write for full particulars to*

**Clermont Machine Company, Inc.**

268 Wallabout Street

Brooklyn - New York

**WATCH FOR OUR NEW DEVELOPMENTS**



**E**VEN BEFORE IT'S RIPE  
*...we know where it is!*

PILLSBURY takes no chances on its durum supplies. During the growing season, Pillsbury representatives go out into the durum-raising sections, and carefully check the condition of the crop in various areas. Then, when the wheat begins to come in, Pillsbury knows where to look for the finest durum.

Every conceivable test is then given to prove the quality of this wheat, including experimental milling of small lots, and the actual making of macaroni from these test batches. After the final wheat blend is determined, then hourly laboratory tests are made during the milling process. And as a last and final check on color, strength and uniformity, Pillsbury operates a

small macaroni plant, equipped with commercial power equipment, in which test batches of macaroni and spaghetti are constantly being run.

Every possible care is taken to insure the uniform high quality of Pillsbury's Best Semolina and Pillsbury's Best Durum Fancy Patent. It is possible for you to buy semolina at lower prices than Pillsbury's. But when you get a shipment of Pillsbury's Semolina, *you know what you've bought*, and you know that the reduced operating costs and improved quality made possible by Pillsbury's Semolina will actually save you money in the long run.

PILLSBURY'S *Semolina*