

**THE
MACARONI
JOURNAL**

**Volume XV
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**January 15,
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The Macaroni Journal



Minneapolis, Minn.

January 15, 1933

Vol. XV No. 9

The New Year's Reward



Paraphrasing the illustrious Emerson,

*"If you will make a better macaroni,
preach a more convincing sales sermon
and render superior service, the world
will make a beaten path to your
factory door."*

Therefore, to the Macaroni Manufacturers who thus **Look Ahead, Plan Ahead and Work Ahead**, the New Year of 1934 will be a truly happy one.

The
Golden
Touch

King Midas Semolina

HONEST-TO-GOODNESS VALUE has proven the greatest help to Macaroni Manufacturers in building their business on the solid foundation of quality.

These Macaroni Manufacturers have an anchorage which is helping them to pass safely through the present storm of depression and price cutting. We earnestly recommend other Macaroni Manufacturers to follow their course.

KING MIDAS MILL CO.
Minneapolis, Minn.



. . . The Blue Eagle Pledge . . .

When the Blue Eagle was first offered to the American people last summer as a chief means toward business recovery, individuals and organizations vied with one another to be among the first to display the emblem of compliance with President Roosevelt's recovery program.

Time and lack of strict enforcement has perhaps dulled enthusiasm and reports from some sections are that some macaroni and noodle manufacturers are becoming somewhat unmindful of their obligation and forgetful of their pledge. Therefore the periodical, almost daily reading of the following pledge by H. I. Phillips, would seem just about the right thing, not only on the part of macaroni manufacturers but also by the supply firms and the distributors who are not entirely innocent and who have been helpful in no small way in bringing about the laxity of compliance complained about.

BLUE EAGLE PLEDGE

By H. I. PHILLIPS

I promise:

1. To support the code and cut the arguments.
2. To give the iron ear to the fellow who has all those reasons why it won't work.
3. To remember that we are in a war, and that if it was all right for the government to ask a few million boys to give their lives to settle a disturbance in Europe it must be fairly reasonable to request a few million merchants to endure a little discomfort for the common good.
4. To bear in mind that, after all, this time Uncle Sam is not asking me to leave my home and my family and show a machine gun squad I can take it.
5. To realize that patriotism is patriotism, even when there are no lugles.
6. To regard the Blue Eagle as a Blue Eagle and not as a Chisel-beaked Woodpecker.
7. To remember that I have an obligation to do something more than stick a picture of a bird in a front window.
8. To realize that the slogan is "We Do Our Part" and not "We Dupe Our Partner."
9. To develop a rousing hatred of trickery, chiseling and the old "run-around."
10. To have no time for the fellow who would rather obstruct a plan that might cost him a \$500-a-year loss

than to support a plan that would enable ten million people to eat regularly.

11. To stop talking about "interference with natural economic laws," "inevitable business cycles," etc., and to realize that nobody ever got a wrecked truck out of a ditch by citing precedents.
12. To remember that we were all demanding action—and that we finally got it.
13. To realize when in a critical mood toward Little Nira that nobody has suggested a better plan for quick action.
14. To be willing to take it on the nose for a year (if absolutely necessary) to cure a national headache.
15. To keep ever foremost in the mind, when talking about the sacrifice being asked of me, that, after all, I'm not asked to put on a uniform, go to France, dodge shrapnel, sleep in the mud and get what comfort I can out of the fact a girl named Nellie is knitting me a pair of socks.
16. To work more and talk less always realizing that it is impossible to pull a drowning man out of a well by throwing him a plate of holoney.
17. To remember that the only difference between a slacker in this crisis and a slacker in the world war is that the slacker in the world war had more good reason for being scared stiff.





WE DO OUR PART

QUALITY
 IS
SUPREME
 IN

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

THE MACARONI JOURNAL

Volume XV

JANUARY 15, 1934

Number 9

A GLANCE AHEAD

The New Year of 1934 is now two weeks old and this is the auspicious time for taking a business inventory, not only of remains of the Old but the prospects of the New. What remains of the Old might well be credited to memory and to experience; what the New has in store for business generally and for the Macaroni Manufacturing Industry in particular is the question of the moment.

As the multitude acclaimed the opening of the new year which merely served to mark the passing of another dark period in business history, business men who have their all at stake seem to glance ahead with a little more hope and considerably more confidence. They are generally of the opinion,—the macaroni men, that matters could hardly be any worse and any change that their business will experience will naturally be for the better.

Never in the history of the oldest representative of the macaroni manufacturing industry in America have conditions been so generally discouraging, almost disgusting, from whatever angle viewed, as they have been during the period of anxious waiting between last June when they were filled with hopes with promised help through regulatory codes and the end of 1933 when so many had as yet not realized said hopes. As we enter the new year, the macaroni industry is still awaiting action, but with somewhat abated confidence of the good that will finally come out of any code that has been so long in the making—weakened by delay.

Glancing into the future of the macaroni industry, leaders are very much of the opinion that relief from within or without must come very soon because many will not be able to battle much longer with the handicaps under which they are forced to do business. With wages greatly increased through the blanket code under which they willingly agreed to operate and with the heaviest taxation on its raw materials that the industry has ever been asked to bear, the honest, complying manufacturer has had to meet the most unbridled competition

which has brought prices to the lowest point in history, compared with the cost of raw materials, added overhead and taxation. In consequence of this fight for life, the quality of the products usually offered to meet such competition has suffered with the result that it is inflicting on the trade almost irreparable injury.

To the credit of the Macaroni Industry it should be pointed out that many have maintained fair prices and high quality, though their business has dwindled to an unheard-of low during 1933. The reduced business cannot be wholly attributed to unbridled competition, but much of it is due to lost confidence in macaroni products on the part of consumers who have unfortunately purchased some of the poor competitive grades and were so disappointed that they have since substituted other foods for macaroni. To restore confidence will be the big battle of 1934 so far as macaroni is concerned.

The breakdown of the economic structure of the world during the four or more years of the world's worst depression was a challenge to the real fighters in every line of business. In this industry, the weak men floundered;—many sank; the stronger ones fought intelligently, planned judiciously, erecting a bulwark against the business storm, gained a breathing spell and reserved some strength for the bigger battle that will break when the business storm finally abates. In this group of stronger men lies the hope of the industry.

The future is not so rosy. It is said that 1934 will reward the hard worker;—the fighters in business. There are many macaroni manufacturers who know how to fight and will never resort to the unfair tactics to which altogether too many have already succumbed. It is hoped that these will lead the way, that better judgment will more generally prevail, because after the smoke of this long battle has cleared away they who have stuck to quality and conducted their business along moral lines and ethical methods will find themselves in an enviable position to take advantage of the favorable breaks that 1934 will undoubtedly present.



Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Working the Small Package

If all the current excitement over the Tugwell bill has no other compensation for the macaroni and noodle industry, it at least bids fair to direct the attention of tradesmen to their privileges and opportunities in making the small package. Probably there is no need to demonstrate that the responsibilities of branding and labeling the smaller packages—subsize units and fractional variants of the standard containers—have not only increased this past few years but in many respects have grown more complicated.

The rise of sampling was probably in point of time the first influence that set to work to make the small package loom larger in the merchandising picture. Not only were miniature packages necessary for free demonstrational distribution but dwarf patterns were essential to carry out the modern pay-as-you-go schemes of sampling, wherein consumers are persuaded to pay a nominal price for "trial sizes" or "introductory" portions. Plainly the aim and purpose of free or self supporting sampling is defeated if the acquaintance making packages do not bear the devices and inscriptions necessary to identify the product and fix it in the mind of the fresh convert against the time of an initial or replacement order.

Reinforcement of the sampling factor has come latterly, with the vogue for short ordering or hand-to-mouth buying. It is not only the people with shrunken incomes who have adopted day-to-day outfitting for the dinner table. The mounting proportion of the population which lives in limited quarters—one-room apartments, bungalow courts, etc., etc.—has developed a taste for the small package to match the tabloid "serving pantry" or the kitchenette. Along with this change in living habits as a popularizer of the small package, behold the invasion of slot machines and automatic coin operated vending devices which are of course restricted to junior packages. Finally, as a boomer of the midget package, behold the contemporary technique of "combination packaging," wherein several small packages of food specialties are bundled together to pass as a "full dinner" or "picnic kit" or whatnot.

And how does the threatened revision of the federal food act contact with this multiple call to consider the small package and its markings? Well, the news consists in the fact that the Tugwell bill, for all its revolutionary proposals in certain quarters proposes to insure to packers convenient concessions in the

markings of small packages. That indulgence has been enjoyed in the past, but some members of the trade have feared that it might be otherwise with the enlarged program now brewing. Because the revolutionary bill sponsored by Senator Copeland and Representative Sirovich calls for more or less extensive additions to the statement of quantity of contents and other disclosures heretofore exacted. For example there is the summons to proclaim on the package or label the name and place of business of the manufacturer, packer, seller, or distributor.

Under the Tugwell bill it would appear that the new rule calling for name and address of the maker or marketer on the label will have to be observed even on the smallest package. To that extent there is an extra burden upon package copy space. But the Tugwell draft does state that when it comes to the package confession of the quantity of the contents in terms of weight, measure or numerical count, there shall be "exemptions as to small packages of foods" in accordance with such regulations as the Secretary of Agriculture may prescribe. The effect of this waiver would be to at least leave the regulatory situation as to small packages where it is today whereby a package containing not more than 6 units of food, or one half ounce, is accounted "small" and exempt from compulsory marking in terms of weight or numerical count.

The whole effect of the reopening of this subject must be, however, to refocus the attention of packagers upon the problem of marking the small package. Modern trends in package redesign—what with the vivid colors and the fad for broad planes, instead of the scrolls, panels and jig saw borders of other days—have made it difficult enough to adjust the small package to current designs. And any increase in the amount of text to be incorporated in the package copy must further tax the packager's powers of compromise.

In this dilemma the experts are urging that every marketer of a small package take into his reckoning from the outset the form of distribution to be employed for these junior numbers, and pattern the package "dress" accordingly. For example the specialists point out that in designing the average standard package there is constant cultivation of the quality known as "shelf value." That is to say, in arranging the typography, color plan, etc., any necessary concessions are

made to enable the ensemble package to enjoy adequate visibility as seen from beyond a counter or across a store. Likewise there is manipulation of package design to fit into schemes of multiple showmanship under circumstances when packages are pyramided in a window or ranged in a row on an upper shelf.

Now the new trick is to blandly ignore such necessities of "shelf value" if the small package is to be handed out as a free sample, or is to take its place on the 5 and 10 cent table in an "open display" store. Similarly there is not much need for long range visibility if the small package is destined to tie up with one more related product in a "combination" set-up—with the possibility that the several items in the special offer will all be assembled in a special consolidating carton. Or again, in packaging for the automatic vending machines it is essential that the marketer's message be concentrated on that front "face" of the package which alone will be exposed in the slot machine. Something of the same urgency for capitalizing the frontal, direct "outlook" of the small package exists in the case of the little fellows that are destined to be self-sold by means of a display container or counter rack.

Whatever disposition be decided upon for the text that must be placarded on the small package, it is the unanimous conviction of the packaging sharps that the trade mark should be made the high light of the junior package scene. If the Tugwell bill ever goes through as originally written there will be added reason to post the name and address of the manufacturer or private brand owner in close association with the brand name or device. Perhaps a trade mark should, only for the sake of the advertising acquired, always be backed by the name of the owner or licensee. But just because it is the ambition of the average marketer to make his naked trade mark standing alone the self sufficient identification for his goods, it follows that the ideal formula for garbing the small package contemplates dependence upon the trade mark as the pivot of the identification.

No matter how strong the urge for economy in allotting the space on a small package, the experts who were consulted for the purposes of this article would not hear of any suggestion that, should circumstances allow, a trade mark might be abbreviated. It is true that in the case of many a trade mark there is a dominant element or feature which overshadows other parts of the composition

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and is of itself sufficient to identify the goods to all old customers. To huddle to the "key" of an elaborate trade mark in order to obtain the better display on a small package is sometimes a temptation. But the oracles say such short cuts are a mistake. They think that it opens the door for substitution, plants the seeds of possible future trouble by encouraging customers to ask for a specialty by less than its full name, and jeopardizes the legal protection on the premise that the public visualizes a trade mark in its entirety.

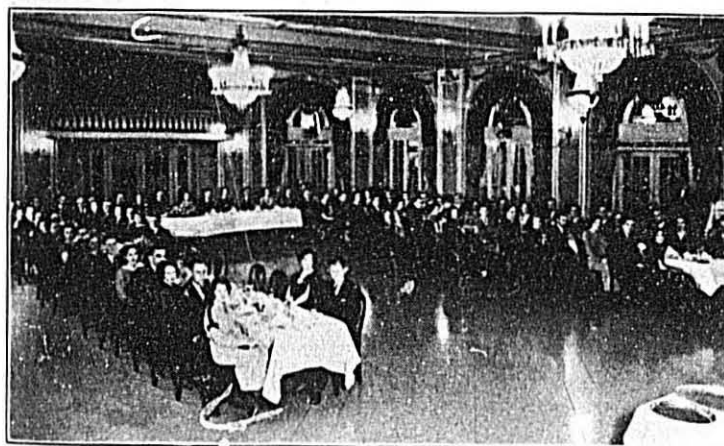
But for all that the experienced hands do not accept mutilation or modification of a major trade mark as a permissible short cut to make small package display suit the cloth, they do concede that where a marketer is using two or more trade marks on his standard package it may be all right to concentrate on his

master mark for the small edition. Pictures always present a problem when scaled down to the dimensions of a small package which is an incidental reason why pictures are receding in favor as brand vehicles as compared with trade mark names and color devices. Especially if a small package is to be employed for sampling or get acquainted purposes there is admittedly an advantage if the midget package can be made, as to every detail of its dress, the exact duplicate of the full size standard package for the ultimate purchases of which the subpackage is a starter. Even so, since reorders are almost invariably by name rather than on recognition of a package ensemble the rule stands that it is the part of wisdom to play up the trade mark to the limit of the curtailed cover no matter what other package gospel has to be neglected.

Grass Company Good Will Dinner

In appreciation of the faithfulness of its employes and the loyalty of its business friends the I. J. Grass Noodle Company, 6021-6027 Wentworth av., Chicago, Ill., gave for them a "Good Will" dinner in the Del Prado hotel in the fashionable South Side on Dec. 9, 1933. About a hundred guests partook of a 7

sented were widely applauded: George Smith, superintendent of the manufacturing department who first became associated with the firm in December 1923; Mamie Keefe, manager of the packaging department who has been continually on the job since March 1924, and Charles Smith who first came to the



course dinner, a feature of which was noodles in varied styles and combinations.

"The thought that prompted Mrs. Grass to stage this affair," said Irving Grass, leading official of the firm and the toastmaster of the evening, "was that so many of the firm's employes have been so faithful even throughout the boom years when work was plentiful and changing employment was quite the order of the day, a loyalty that justly deserved recognition of some kind. Mrs. Grass chose to do it in this way with a sumptuous dinner, fine entertainment and general good fellowship."

Three employes were especially honored for their long service and when pre-

sented to their introductions with pretty speeches telling of enjoyment of their work and relations with the firm's officials. The hope generally prevailed that the event be made an annual affair. Among the business friends who were guests of the evening were Harry Mandelstam, vice president of the Chicago Box and Label Co., B. J. Harris, member of the Emulsol corporation and of Epstein, Reynolds & Harris, chemists, and E. J. Martin, secretary of the National Food Distributors association, all of Chicago.

Three little words—ALWAYS BE CAREFUL.

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 December 1933 the following were reported by the U. S. Patent Office.

PATENTS

Design for Macaroni

A patent for design for macaroni was granted Angela Ronzoni, Brooklyn, N. Y. Application was filed Aug. 30, 1933 and was given serial number 49168. The official description given in the Dec. 19, 1933 issue of the Patent Office Gazette is as follows: "The Ornamental design for a macaroni, as shown."

TRADE MARKS REGISTERED

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

Amorini

The trade mark of B. Filippone & Co., Passaic, N. J. was registered for use on macaroni. Application was filed April 22, 1933, published by the Patent Office Oct. 17, 1933 and in the Nov. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Feb. 16, 1933. The trade mark is in large heavy type.

Arancini

The trade mark of B. Filippone & Co., Passaic, N. J. was registered for use on macaroni. Application was filed April 22, 1933, published by the Patent Office Oct. 17, 1933, and in the Nov. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Feb. 16, 1933. The trade name is in black type.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of the Western Union Macaroni Mfg. Co., Denver, Col. registered April 21, 1914 was granted renewal privilege to the Kansas City Macaroni & Importing Co., Kansas City, Mo., effective April 21, 1934.

The trade mark of the Atlantic Macaroni Co., registered May 5, 1914 was granted renewal privileges to the Atlantic Macaroni Co., Inc., Long Island City, N. Y. effective May 5, 1914.

TRADE MARKS APPLIED FOR

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

Margellina

The trade mark of the General Importing company, Middletown, Conn. for use on macaroni. Application was filed Oct. 25, 1933 and published Dec. 19, 1933. Owner claims use since July 5, 1933. The trade name is in heavy type underneath which is a picture town taken from the bay.

Eagle Brand

The trade mark of Birmingham Macaroni Co., Birmingham, Ala. for use on macaroni, spaghetti, noodles, vermicelli and alimentary paste products. Application was filed Sept. 11, 1931 and published Dec. 26, 1933. Owner claims use since 1868. The trade name is in black type between each word of which is a picture of a large eagle.

Facts to Remember

The end of a perfect cigaret may start a conflagration.

Fire is the thief of the nation's treasure box.

"Caution" is a mighty fine watchword.

Southern California Macaroni Makers Get Code

Code Authority Established Under Sanction of California Recovery Act---Uniform Price Scale Approved---Sales Below Cost and Other Unfair Practices Barred

While macaroni-noodle manufacturers elsewhere have been for months anxiously waiting for official Washington to make up its mind as to just what food codes are to contain, California manufacturers were given a State code and are now enjoying the cooperation of State Code Authorities in a very acceptable way. Manufacturers in northern California, particularly in the San Francisco area, were given a state code early in the fall. Last month the Southern California manufacturers were given a somewhat similar code that should bring about much needed improvement in the manufacturing and distributing situation in the whole state, according to the *Commercial Bulletin of Los Angeles* as follows:

Manufacture and distribution of macaroni in Southern California is brought under definite regulations with the execution by the California Corporation Commission of a code drawn under the CRA at the instance of the Southern California Macaroni Manufacturers association.

Establish Sales Price

The code not only sets up uniform rules of fair practice in the production and sale of macaroni products, but establishes a uniform selling price to the retail trade.

For this end of the state a code authority has been set up consisting of the following representative men from the trade: S. Nunziato, L. A. Pacific Macaroni Co., P. J. Serio, secretary Southern California Macaroni Manufacturers association, E. De Rocco, San Diego Macaroni Co.; John Kuhl, representative of Golden Age corporation; A. Spadafora, Superior Macaroni Co., N. Costa, Costa Macaroni Co., T. Lozze, Lozze Macaroni Co.

No commodity falling within the scope of this industry may be sold below cost, plus 10%. Cost is to be determined under recognized standard accounting methods. The usual exceptions, covering seasonable or damaged goods, etc., are included.

Except for a cash discount of 1%, 10 days, no discount may bring the manufacturer's return below the base selling price.

No guarantee of buyer's floor stocks against decline below base selling price is allowed.

Unfair Methods Hit

Other products may not be sold or given away by manufacturers in combination with macaroni to reduce the price below the base selling price.

Contracts for not to exceed 30 days at base price may be made and accepted,

otherwise prices are to advance or decline as announced by the association.

No manufacturer may make shipment on consignment.

Adequate charges shall be made for special packages or other extras.

Rebates, commissions, unearned discounts, premiums, coupons, free goods, etc., are barred, as are other unethical practices usually included in code provisions.

Wilful violation of the code by any manufacturer is punishable by a fine of \$500 or 6 months imprisonment.

This code should do much to improve the retail situation on macaroni products in this territory, through establishing uniform prices to the trade. The local macaroni industry is to be complimented on its successful promulgation of the code.

The worst enemy a man can have is a careless friend.

Salt Was Once Monetary Standard

City of London Started as Resting Station for Salt Traders

The use of salt in macaroni making is still a debatable question. Just a few days ago a manufacturer was asked whether or not he used salt in his semolina mix and he said "No." Many macaroni men present were astonished as they used it quite liberally, believing that it not only adds tastiness to the finished product but aids in its preservation.

The salt standard in the history of commerce antedated the gold standard. As a medium of exchange salt was widely used in many ancient countries. The Mogul conquerors of India made decrees thousands of years ago regulating the standard of salt that was used for money. In Asia and Africa cakes of salt were frequently used for money. Up until comparatively recent times salt was used as a medium of exchange in the Shan markets in Indo-China.

Besides being used as money salt in days gone by was a powerful developer of commerce. Being essential to life, and unavailable to tribes remote from the sea from which the substance was obtained by evaporation, trade routes were early developed to provide the transportation of salt. For hundreds of years a caravan route was maintained between

Palmyra and Syrian ports. Even today much of the caravan traffic in Sahara is largely in this precious commodity. The oldest road in Italy is not the Appian way but the "Via Salaria," the Salt Road along which salt was anciently carried from the evaporating pits at Ostia to the Sabine territory.

Indeed, according to historians the largest city in the world, London, was first founded because of the salt trade. During the earliest days of European history salt was sent from England to the continent. Cheshire and Worcestershire provided salt for Britain and Gaul, and the route for its transportation crossed the country in a southeasterly direction, crossing the Thames, then very shallow, at a ford where Westminster now stands. An inn was built to accommodate salt haulers when the river was too swollen to ford. From this humble beginning as a resting place for salt traders the great city of London resulted.

Think Safety—Work Safely—Live Sanelly.

Receiver for Long Island Firm

John H. Gemaldi of 26 Court st., Brooklyn was named receiver for the Victoria Fusilli company of 36-32 34th st., Brooklyn by Judge Inch on Jan. 11, placing him under a bond of \$10,000. Claims amount to several thousands of dollars against the embarrassed firm were filed by creditors, among the leaders being Joseph Campanile with a debt or claim of \$4,000.

The man who takes chances is dangerous.

Founder of Mill Company Dies

Herman Baur, founder of the Baur Flour Mills company, St. Louis, Mo. died the first week in January, 1934 aged 85 years.

Mr. Baur was born in Stuttgart, Germany, on March 25, 1848 and died in St. Louis Jan. 4, 1934. He came to America in 1868, settling in St. Louis where he was employed by his brother, a leading local flour jobber.

In 1870 he founded the Baur Flour Mills company, whose offices are at 7020 South Broadway and since his retirement a few years ago are in charge of his son Andrew Baur, president. A grandson Andrew Baur, Jr. was made a member of the firm after his graduation in 1932 from Siebel Institute of Technology.

For Brain and Brawn

Yes, I know fish is brain food, but I don't care so much for fish. Hain't there some other brain food?"

"Well, there's noodle soup."
—Buffalo News.

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"



Write Your Congressman

Congressmen sometimes explain that they do the funny things they do because they don't know what the folks back home really want them to do.

There shouldn't be much doubt in congressional minds that the folks back home really want tax relief during 1934. Some tax relief can be assured if the entire Federal tax on motor fuel is eliminated, just as the one half cent Federal gasoline tax ended with the new year.

The savings would be considerable, averaging \$9 for each of the 25,000,000 gasoline taxpayers of the country. If these millions each put \$9 in the bank, or each spent \$9 in local stores, or each paid off \$9 of debts, prosperity would take one more step toward that historic corner. What this country needs now is more money spent locally, not at Washington.

However, for fear some congressmen still don't realize the folks back home want tax relief, it might be a good idea for the folks to write each of their senators and representatives and tell them so. It may be a bit of a chore to find out exactly who represents each of us—election was a long time ago—but there are ways of finding out. The local postmaster, for instance, ought to know.

If several million people wrote letters to their congressmen saying they wanted this Federal gasoline tax removed and also stated what else they wanted done, congressmen would know just what to do. It isn't an easy task to be a good congressman. Trying to guess what the folks back home really want is difficult. So congressmen ought to get a break once in a while and an expression of public opinion on this 1-cent Federal gasoline tax should be a welcome relief to them. Spending the price of the postage stamp on an attempt to save \$9 in taxes is a cheap gamble!

Changes in Our Lives

The old year has gone. That's good. In many respects 1933 was a marvelous year. On the great trunk highways where many persons traveled in their

cars during the holidays, there were thousands of men at work—men who were out of work a little while ago. But now are drawing pay that meant to them and their families a fuller enjoyment of life and the holidays. Think of 4,000,000 persons "back to work!" What a start for 1934.

There have been great changes in our lives in the hard months that we have passed through. It is noticeable that there is less fluster, bluffing and bragging; and honest admissions that "I can't afford it." There is less concern about the snipiness of France, the belligerency of Germany, the smug autocracy of Italy and greater concern about our own United States of America, and the affairs and conditions of our own people—more nationalism is certainly good for what ails us.

It is encouraging and hopeful to find many lines of industry on the "up". Among those there are signs of great hope in the sales of light automobiles. The cheaper priced cars are "good enough", and fewer people mortgage their furniture to buy obese and expensive cars that they cannot afford.

National advertising indicates improved conditions and the advertising agencies that were doing so little a year ago now have big appropriations and orders from their clients to "go ahead, buy space". It is a sign of confidence in the future.

The stores all over the nation report a "good holiday trade"—nothing enormous or splashy, but everything to note in the retail business that "things are picking up".

Our lives are changing. Perhaps 1934 will show us a better and more real America than we have known before!

The Street a Salesman Named

Some streets are named after famous patriots; others are named after the presidents; others honor old settlers and still others commemorate historical events.

But there is a street in Deshler, Neb., named "Round Oak Street" not because there happens to be an oak tree in the vicinity, nor in honor of some rotund Indian chief—but because an enthus-

iastic Round Oak stove salesman lives on the street. It is perhaps only natural that every house on the street has a Round Oak heating plant.

Whatever we may think of the street as such—and whatever we may think of the idea of having the street we live on named after the product we sell—it is undeniable that this is the kind of enthusiasm that puts a salesman over big.

The trouble with most of us is that we take our work for granted. There are some manufacturers so callous that they won't even get excited about a proposed advertising campaign. In time this callousness turns to cynicism and they see only the flies in the cream jug. They end up by being "can't-be-doners."

Let's fight shy of such a fate. Let's always continue to feel that we are engaged in the best business in the world; that we have a product that towers above every other product of its kind; and fairly itch to get started so that we can tell more people about it.—*Tips from a Thousand Salesmen*

C. G. Harrell Heads Cereal Chemists

Dr. C. G. Harrell was elected chairman of the Northwest Section of the American Association of Cereal Chemists at the annual election in Minneapolis the last week in December, according to announcement made by M. A. Gray, chairman of the publicity committee of that organization. W. L. Rainey was named vice president, E. N. Frank, secretary and Mrs. Roy Hansen, treasurer.

Remember that

Safe ways are happy ways.
Better be skillful than wilful!
Live wires don't look the part.
Enthusiasm begets enthusiasm.
People get hurt trusting to luck.
Good humor is always a success.
It surely pays to look both ways.
Fame comes only when deserved.
The future is purchased by the present.

Energy and persistence conquer all things.

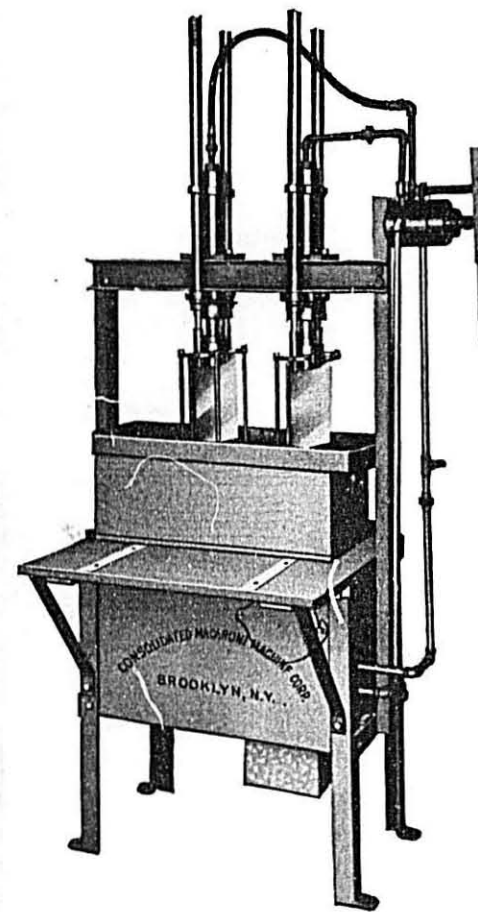
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

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

HYDRAULIC PRESSES

DOUGH KNEADERS

DOUGH MIXERS

DRYING MACHINES

MACARONI CUTTERS

DIE CLEANERS

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

MACARONI and NOODLE MANUFACTURERS

It pays to use **ROMEO UNBLEACHED PATENT FLOUR** in your products

Get that flour order off your mind by wiring or telephoning us today

BAUR FLOUR MILLS COMPANY

ST. LOUIS

MISSOURI

Maryland Macaroni

Macaroni making as carried on in 2 of Maryland's leading factories is called one of the state's rare occupations in an interesting article by Staunton Tierney in the *Baltimore Sun*. Among other odd occupations reviewed are: nursing sick dolls, mending chinaware, restoring original bindings on rare editions, embroidering towels and opening closed vaults. Of the macaroni making occupation the article says:

Where did macaroni come from originally? Italy would be almost everyone's first guess and it would be the wrong one. Macaroni came originally from China in the crude form of lumps of paste and was first introduced into Europe by way of Germany. By the time of the 14th century, however, Italy was the chief European nation enjoying this savory dish and has remained so ever since.

Maryland gets a good deal of its macaroni supply from 2 factories in the state itself—one in Baltimore, the other in Cumberland. The first machine in the Baltimore factory was brought from Italy 27 years ago when the industry was founded here. This foreign machine has long since been retired with honors and 4 of American make, far more efficient, have taken its place.

Everyone wants to know how the hole gets into macaroni. It is done by a small pin placed in the center of the conical

shaped cylinder through which the dough is forced by a plunger similar in action to that of the piston of a pump. The same machine can also turn out spaghetti by the yard, solely by placing smaller dies or openings in the end of the conical cylinder.

Other machines embodying a different principle are employed at this factory for making vermicelli, alphabet and bow tie shaped noodles and imitation barley grains used in soup.

Fighters Growl

For 3 years the country took it lying down—whining. It stood for the menace of gangdom, sheepishly slapping murderers for evading income taxes. It stood for fraudulent waste by civic authorities which bled it white. It stood for rackets, crooked stock, kidnapers, class raids on the treasury, gouging, fake testimonials, crooners and prohibition.

And then the country began to growl. It would seem that America is prosperous only when it is mad. We must have looked pretty soft to the rest of the world just before the war. But they crowded us too far. That momentary irritation pepped us up for 10 lively years.

Now we are sore at everybody and everything. Prohibition has been kicked into the discard. Grafting politicians are in a panic. Kidnapers are going to jail for life. Labor is baring its teeth.

Farmers mean to get theirs. Consumers beef at any raise in prices.

All of which is good. We are getting back our nerve.

The growl that is roaring across the country from San Diego to Bangor is a growl of desire that will not be denied.

The average American wants a good many things and is ready to work and fight to get them. "Why not pacify them with good timely advertising" asks the editor of *The Wedge*, house organ of Batten, Barton, Durstine & Osborn, publicity experts.

Good advertising is an expression of the buying mood of the public. It doesn't make people buy things they don't want. It doesn't make them buy when their mood is to be scared and save. Advertising doesn't make people do anything.

Promoted to New York Membership

David Wilson has been promoted to the position of superintendent of durum sales for the King Midas Milling company in New York city with headquarters in the Graybar building, room 1433 at 420 Lexington av. and will be glad to meet the many clients in that territory in his new office. He formerly had charge of durum sales in the Pittsburgh, Pa. office of the King Midas Milling company.

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

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

They know Commander Superior Semolina is dependable.

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



COMMANDER MILLING CO.

Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND

**Adopt Semoline Selling Rule**

To eliminate commission "chiseling" and other unsound trade practices in handling of semolina flour, the San Francisco Flour Dealers association, at a meeting Dec. 7 adopted a definite and uniform basis for quotations on semolina and durum flours to all classes of trade, so reported the San Francisco representative of *Northwestern Miller* dated Dec. 13, 1933. The comparatively few outlets for semolina and the uniformity of quotations from all principal mills on each grade of semolina, has encouraged unsound practices among dealers to such an extent that it was thought necessary to attempt some remedy.

In addition to the practice of rebating a portion of commissions to buyers of bringing in carlots and distributing small lots to buyers on open account who require credit of 30 to 90 days, at the same price basis as that paid by buyers who take carlots and pay arrival draft, was thought to be unsound both as regards the dealers and the trade.

Under the new plan effective on all new business, a definite basis for quotations is established. The carload, arrival draft quotation, which includes 15c bbl. commission, less 1% discount, has been taken as a basis upon which other quotations will be figured, as follows:

For carload business, open account, 25c bbl. over the base quotation; on pool car business, arrival draft terms, 10c bbl. over the base; for less than carlots business, ex-cars, open accounts, 45c bbl. over base.

Suspicion Japanese Vermicelli

Because American macaroni manufacturers are experts in vermicelli making, producing a quality unsurpassed by producers anywhere in the world—in shipments of this foodstuff, especially through Pacific ports are suspected and closely scrutinized. In the case referred to in recent newspaper reports from that region it was well that they did.

Rice from Rome would not have been more surprising to California plant quarantine inspectors at San Francisco than a shipment of 27 cases of vermicelli from Japan. So they decided the phenomenon might bear investigation.

Bearing out their suspicions, the inspectors found that the Japanese vermicelli actually was a shipment of contraband Chinese narcissus bulbs being surreptitiously moved in violation of federal and state quarantine regulations.

"All in the day's work," remarked A. C. Fleury, chief of the bureau of plant quarantine.

Perhaps the inspectors had no valid reason to be skeptical about the authenticity of a shipment of 10-gallon hats consigned to a San Francisco man, because they came from Texas.

Nevertheless the shipment of chapeaux was closely scrutinized and found to be in fact a shipment of Texas grapefruit, which are as welcome in California as smallpox.

It might be thought that marble would be the last place to look for destructive insect pests, because an insect might find little satisfaction in chewing on marble.

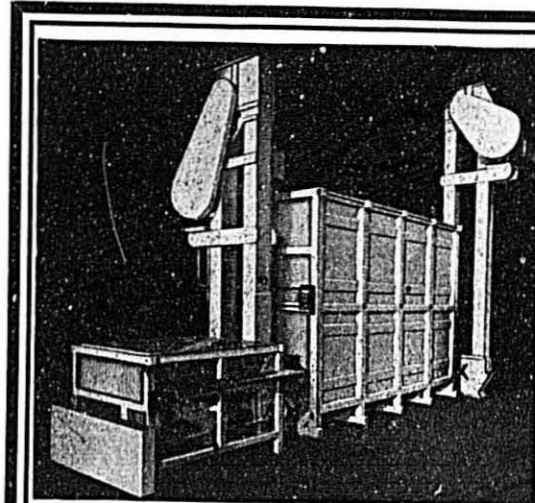
But this marble from Georgia consigned to a Petaluna manufactory was inspected and in the packing were found several hundred thousand wood borers—Public Enemy No. 1 in the pine forests.

Olive Oil Stolen With Truck

Olive oil valued at \$2,000 was stolen from the V. Viviano & Bros. Macaroni Manufacturing company, 1022 N. 7th st., the afternoon of Dec. 9, 1933. It was hauled away in one of the company's trucks which had been parked in the garage at the plant after it was closed.

The truck was found by police abandoned on 23rd st. near Cass av. They notified Gaetano Viviano, Hampton Park, of the finding of the truck and he went to the company plant and found 60 cases of olive oil missing.

The plant was closed for the day at 2:30 p. m. When Sam Ferrara, night watchman, arrived at 6 p. m., he found one of the windows unlocked.

**FLOUR WASTE Can be kept at a Minimum!**

In these days of keen competition, especially in the macaroni industry, all leaks must be carefully watched.

Flour is a most important item, and you might find on checking up that your annual flour loss runs into several hundreds if not thousands of dollars if your Flour Handling Equipment is not up-to-date.

Champion Flour Handling Equipment Eliminates All Flour Loss

The modern Champion Flour Handling Outfit shown above pays for itself because it insures absolute accuracy, increases handling capacity and is most economical in operation and upkeep.

Send the coupon today for the facts.

We will be glad to send you our pamphlet No. 17-A, profusely illustrated with pictures and blue prints, absolutely free, if you will send the coupon today.

Champion Machinery Co.

JOLIET ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets New York, N. Y.

YES, I Want Pamphlet 17-A

CHAMPION MACHINERY CO.,
JOLIET, ILL.

Please send me your pamphlet 17-A, FREE, and full data on your Macaroni Flour Handling Outfits.

Name.....

Address.....

City..... State.....

MACARONI PRODUCTS

By J. A. LeCLERC
 Food Research Division, Bureau of Chemistry and Soils,
 U. S. Department of Agriculture, Washington, D. C.
 Published in "Cereal Chemist" September 1933

PART III Definitions and Standards

Macaroni is a food product made from durum wheat semolina. It is a staple food in many parts of the world. The word "macaroni" is derived from the Italian word "maccherone". There are many different types of macaroni, each with its own unique shape and texture. Some of the most common types include spaghetti, rigatoni, and shells. The quality of macaroni is determined by the quality of the wheat and the way it is processed. The U.S. Department of Agriculture has established standards for macaroni to ensure that consumers are getting a high-quality product. These standards cover things like the size and shape of the macaroni, the amount of protein and starch, and the way it is packaged. The purpose of this article is to provide a comprehensive guide to macaroni products, including definitions and standards. It will cover a wide range of macaroni types, from the most common to the most exotic. It will also discuss the manufacturing process and the factors that affect the quality of macaroni. This information is intended to help consumers make informed choices when buying macaroni and to help manufacturers produce high-quality products.

Types

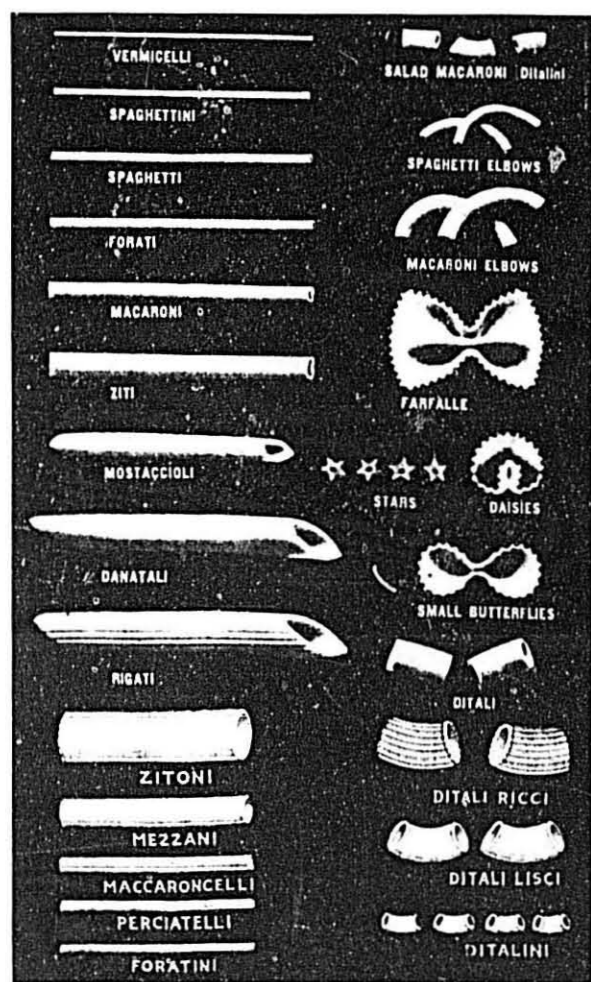


PLATE 1. Types of macaroni.



PLATE 2. Types of macaroni.



PLATE 3. Types of macaroni.

THE MACARONI JOURNAL

Manufacture

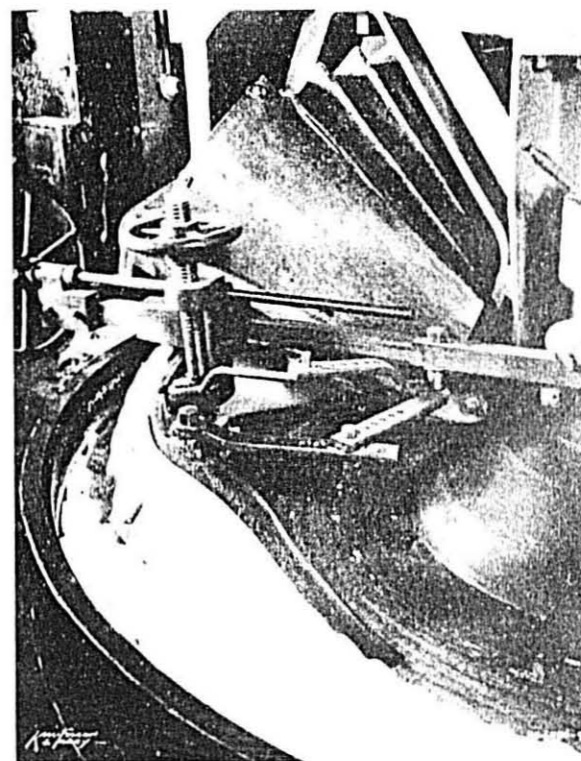


Fig. 1. Macaroni machine.

For the smooth, firm dough is transferred to a kneading machine or "gramola."

The modern kneading machine consists of a revolving circular steel pan 8 to 10 in. diameter, carrying two revolving corrugated conical iron workers weighing as much as 3 1/2 tons each. In operation it is similar to a butter worker.

The dough is kneaded for 10 to 20 minutes to thoroughly incorporate the water with the semolina or farina and to produce a uniform, smooth, stiff dough.

When thoroughly kneaded the dough may be either transferred direct to the press or rolled into sheets, folded into cylinder or cartridge form and then transferred to the press, which is maintained at a temperature of about 104° F. to keep the dough plastic.

Presses are either vertical (see Figure 8) or horizontal (Figure 9). In the vertical press at the bottom of the cylinder is placed a horizontal die or perforated plate called "trafila." The holes in the die for making macaroni vary in size according to the type to be made. Each hole has a small steel rod or pin in the center (Figures 10 and 11), which forms the hole in the macaroni. While the dough is divided by the supports of the pin as it enters the die, the tremendous pressure, from 2500 to 5000 lbs. per square inch, reunites it, and it emerges from the other end of the perforated

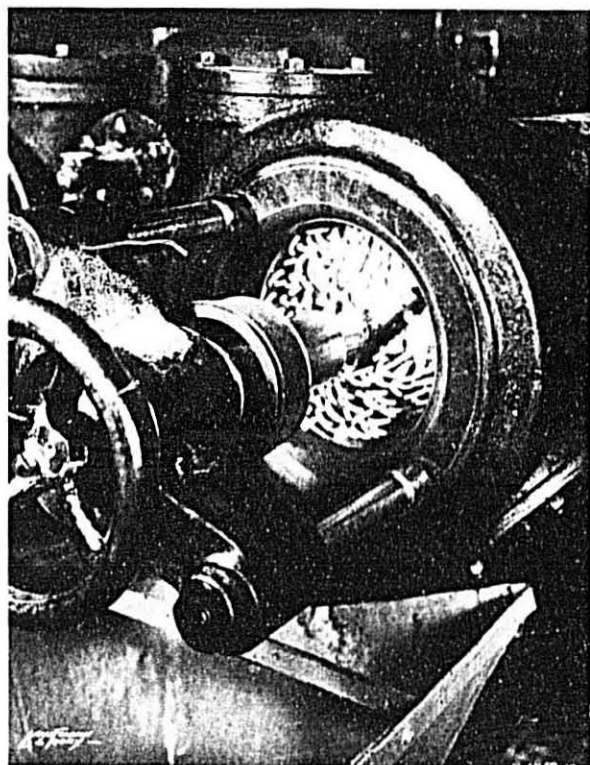
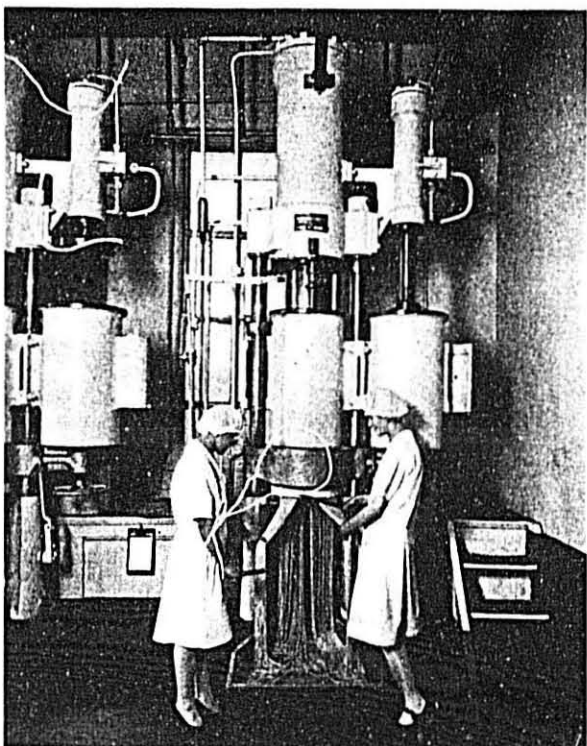
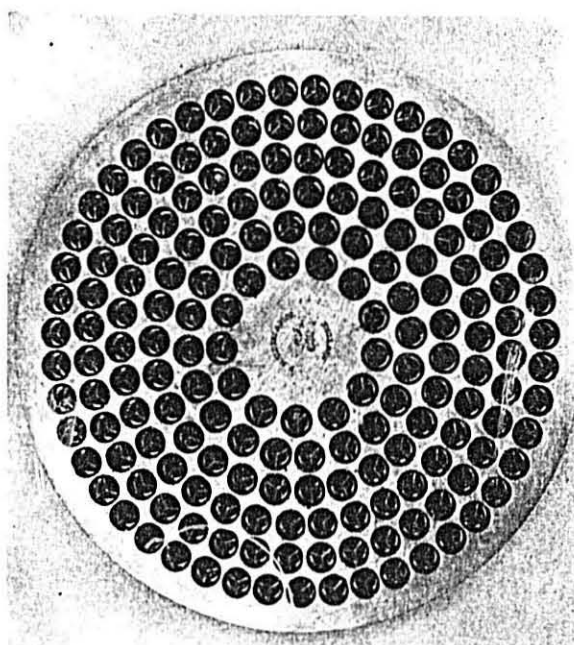


Fig. 9. Macaroni press, horizontal type, showing machine with cutting block at shaft in foreground.



(Courtesy of National Macaroni Manufacturers Association.)
Fig. 8. Vertical macaroni press in operation.



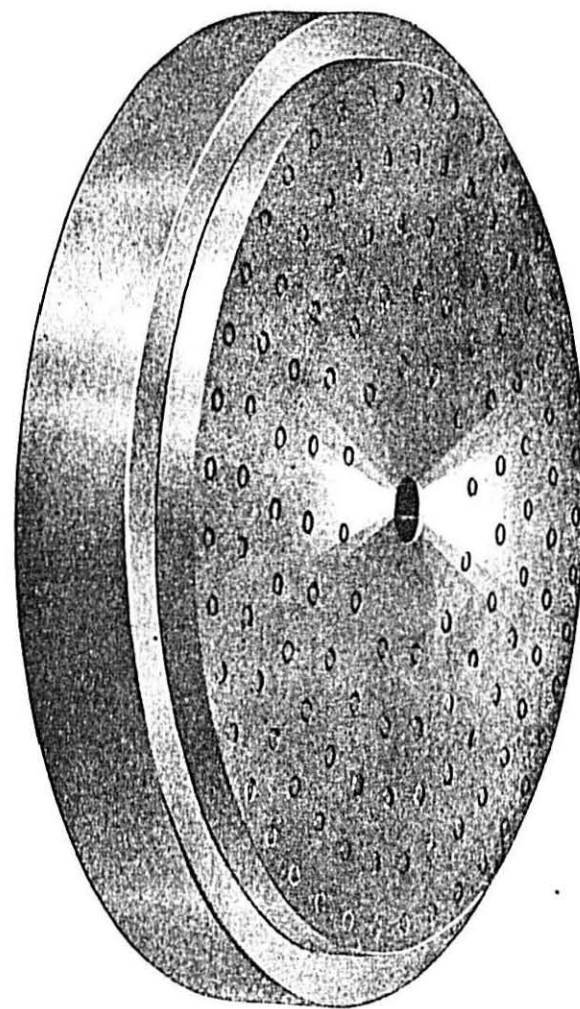
(Courtesy of E. Mallari & Bros., I.)
Fig. 10. Macaroni die, upper side.

die as a perfect tube. The die used in making spaghetti or solid rod type macaroni products, has smaller holes or openings.

In general long cut macaroni, spaghetti

and long thin cuts the macaroni, all the center is cut by the die, the speed of the press determining the length of the product (see Figure 9).

When making products on the slaps or



vertical presses, the macaroni being cut by hand into 1-foot lengths and laid over wooden rods for drying.

Horizontal presses are more common in the manufacture of shells and other short cut macaroni products. A

revolving frame cuts the macaroni at the center, leaving the die, the speed of the press determining the length of the product (see Figure 9).

A Good Movement--It Ought to Be Supported

By Henry F. Brooks, Treasurer of I. C. A.
A movement is growing in this country originating in New York, which though at first glance appears to have a really touchy situation which might arise in the experience of anybody, particularly business people. My endeavor is to keep readers of these articles posted on the trend of such things, therefore I shall devote a little time to this.

The movement is to make a promise to extend time for the payment of a bill, account, debt, mortgage, etc. legal or binding, even though no consideration was given for it. Under present law it is not binding unless the person owing the bill, account, debt, mortgage, etc., who got the benefit of the promise, gave something for it in some way.

It is a good movement, and it is worth while to support it. It is a movement which is growing in this country, and it is worth while to support it. It is a movement which is growing in this country, and it is worth while to support it.

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Help Make Business Census

Macaroni manufacturers are very much interested in the census of American business being undertaken as part of the nation wide program to take men and women from the unemployment rolls and give them temporary positions in connection with worth while projects.

Beginning Jan. 2, 1934, approximately 16,000 supervisors and numerators were employed all over the United States with funds furnished by the Civil Works Administration. The census furnishes employment to approximately one person for every 140 business establishments. More than 2,400,000 establishments engaged in retailing, wholesaling in its various forms, service businesses of all kinds, amusement businesses and hotels, will be covered. Agriculture, manufactures, construction and professional and personal services will be excluded.

Director of the Census William L. Austin has requested the cooperation of all retail, wholesale and manufacturers associations and the retail and wholesale publications, because this census will not only furnish considerable employment but will present to business men and government agencies a true picture of the condition of business and an accurate comparison with the 1929 census of distribution. It will in the opinion of Mr. Austin furnish a most complete and important guide for sound planning in the future.

To facilitate the field work so that the census will be complete by Feb. 15, 1934 and to enable business men to supply information readily a simple questionnaire has been prepared, printed on a single sheet and containing 8 major questions.

These questions call for accurate description of the business establishment or service offered for sale, the principal functions performed, employment given during 1933 to men and women on a part time and full time basis, salaries and wages paid to such employes, other operating expenses incurred, net sales and other operating receipts of business, stocks on hand on last inventory date and amount of business done on a credit basis.

Complete employment data resulting from this census will show relative employment opportunities in the different service trades which absorb about one fifth of all persons gainfully employed in this country. The seasonal fluctuations will be an aid in seasonal planning to the individual business man, and to communities, and will make possible anticipation of part time and full time employment with fair accuracy.

If at first you don't succeed don't succumb.

Novel Plan Tried at Food Show

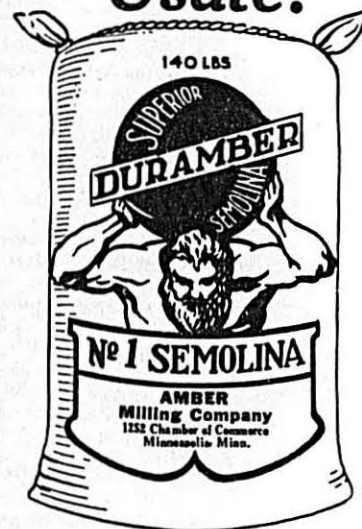
Considerable interest has been shown on the part of leading food manufacturers in the novel plan used at the recent National Food Show in St. Louis by V. Viviano & Brothers Macaroni Manufacturing Co. to cash in on the macaroni exhibit featuring its De Luxe brands. The exhibit itself was very attractive but the biggest value was in the way the products were made available to those who viewed the exhibit.

The affair was handled by Peter S. Miravalle of the Associated Brokerage company of St. Louis who also supervised the exhibit of the Fuji Trading company, a coexhibitor, packer of Fuji Chop Suey products. Acting on the view that selling products from the booth has not proved at all profitable or satisfactory and that direct selling conflicts with the prime objective of the exhibit, the plan followed and in which wide interest is shown was to distribute coupons to all visitors at the booth, each coupon having a value of 10c redeemable at any grocery store handling the brand advertised. Twenty-five thousand macaroni coupons were distributed during the week of the show; they were good for 3 weeks.

Redemption of the coupons, though not 100%, was highly satisfactory to the manufacturer and profitable to stores handling the brand thus couponed as it added considerable volume to the business usually done, not only in macaroni but in kindred products.

Volete Una Pasta Perfetta E Squisita

Usate!



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



"A very fine job" . . . thus writes, in part, Mr. F. Federico of the Federico Macaroni Manufacturing Co., New Orleans, La., immediately upon receiving his shipment of new folding cartons by ROSSOTTI. Many other unsolicited expressions of satisfaction with our cartons, labels and wrappers come to us regularly from manufacturers of macaroni products all over our country.

For years and years ROSSOTTI has specialized in designing and manufacturing the packaging needs of the macaroni trade. You too can depend absolutely upon this organization of experts to serve you in the right way. Use the coupon below for samples of a big series of full color stock labels. Or write today for suggestions, sketches and estimates on new private brand designs . . . redesigning or modernizing old packages. Branch Offices: 119 S. 4th St. Philadelphia, 343 Front St., San Francisco.

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

ROSSOTTI LITHOGRAPHING COMPANY
Dept. M-6, 121 Varick Street, New York, N. Y.

Please send at once a complete set of your stock labels for macaroni products, with prices. Send suggestions and sketches for new package to replace the old one enclosed.

Name

Address

PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

WE PLEDGE For 1934

A continuity of sincere consideration and cooperation, courteous and prompt service, guaranteed "INSUPERABLE MACARONI DIES."


These features we recognize to be indispensable to our success.

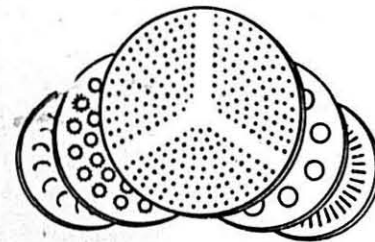
F. MALDARI & BROS., INC.

178-180 Grand Street



New York, N. Y.

FOR
QUALITY  SERVICE



GIVE US A TRIAL
FOR

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

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



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

TRADE and FOOD NOTES

Truck Fired for Revenge

Because A. Russo & Co. of Chicago did not look with favor on a demand for contribution to an alleged benevolent fund by some Italian society some unknown racketeers sprinkled one of their trucks with gasoline and set fire to it, completely destroying it and its load. The driver had to beat a hasty retreat. The valuable cargo consisted of cheese, olive oil and macaroni products.

Foods Well Advertised

In the leading national magazines practically every known food was more or less advertised during 1933 at a cost in excess of \$28,000,000.

Advertising of macaroni products was only a small fraction of the total yet that food received its fair share of attention, though confined to only a few firms that have religiously adhered to that form of publicity throughout the past few lean years.

Food advertising in the national magazines in 1933 amounted to \$28,469,199, according to a survey conducted by the Food Field Reporter, based on records covering the year's magazine advertising expenditures of all food firms. The C. F. Mueller company of Jersey City, N. J., according to the survey spent \$12,500 for magazine advertising in 1933 and the H. J. Heinz Co. of Pittsburgh, Pa. a total of \$121,869 to popularize its canned spaghetti.

Canners to Meet in Chicago

The annual convention of the National Canners association will be held in Chicago as usual with headquarters in the Stevens hotel. It will open January 15 and continue most of that week. The exhibit of canning machinery, canned products and canning accessories will again feature the conference.

During the same week the National American Wholesale Grocers association will hold its winter convention in the Congress hotel. Other organizations that will hold meetings during Canners convention week are the National Food Brokers association, American Fruit and Vegetable Shippers association, National Retailer-Owned Wholesale Grocers, National Association of Retail Grocers, National Preservers association, National Syrup and Molasses association, Evaporated Milk association, Mayonnaise Manufacturers association and the National Pickle Packers association.

How to Finance the Code

A code is of no value if its provisions are not strictly enforced. So concluded representatives of every organized group seeking to obtain and enforce a code.

The administration of the retailer code will be financed through a general assessment of one dollar per employe if the

recommendation of the Retail Code Authority is approved. The assessment will be paid by the employers.

In the macaroni industry it is proposed to provide means for enforcement of its code, when it goes into effect, by an assessment on a production basis. Various figures have been suggested, but a 5c per bbl. assessment seems now to be the most popular. That is a most insignificant tax for needed improvement in the trade as compared with the \$1.38 a barrel tax being paid by the same manufacturers to "help the farmers."

Grocery Code Approved

The code for the retail grocers of the country, approved by President Roosevelt, became effective Jan. 6, 1934. It will regulate more than 400,000 retail outlets of various kinds that deal specially in food products.

The ban on "loss leader sales" is one of the most interesting features of the retailer code as finally approved. It contains a loss limitation provision which prohibits any retailer from selling so-called "loss leaders" at a price below invoice or replacement cost.

A few exemptions are made, such as the sale of confectioneries in confectionery stores, bakery products in bakeries, foods in restaurants and milk in household deliveries, which do not come under the provisions of the code.

Semolina Lower in Buffalo

Though the price of semolina to buyers in the Buffalo territory advanced 15c per bbl. the last week in 1933, the advance was offset by a reduction of 20c in the price the opening week in January 1934, according to advice by the reporter of the *Southwestern Miller*. The net loss for the week was 5c per bbl.

No sales were made on the advance and very few on the reduction, throughout the east. "Majority of eastern manufacturers are buying either on a strictly hand-to-mouth basis or had covered their requirements for the near future on the advance of the previous week, when reasonably large quantities of semolina were purchased. Shipping directions were limited in number and semolina salesmen were working hard to keep their mills running even on part time production. Keen price competition continued among macaroni manufacturers in the east. As is usual in instances of extreme price cutting quality suffers and that is exactly what is happening right now in finished products of macaroni manufacturers."

Reorganize AAA

Chester C. Davis, administrator of the Agricultural Adjustment Administration has announced a reorganization of that body in keeping with recent changes in policy and objective agreed upon between Secretary Wallace and President

Roosevelt. The purpose of the reorganization is to establish a more compact body to deal more effectively and directly with major problems confronting American agriculture.

All codes of direct interest to the farmers' problems were retained in the AAA and all those of only remote interest to agriculture were transferred to the NRA early in January, enabling the AAA officials to henceforth concentrate their efforts intensively upon problems of the most pressing and most immediate concern to agriculture. Most essential of these are adjustments in production needed to attain and maintain increased farm income. Briefly, those are the aims of the reorganized administration as voiced by Administrator Davis.

Macaroni Market Continues Upset

Commenting on the New York macaroni market, the *New York Journal of Commerce* in its market review of the first week of the new year termed it as being in a most upset state, all due to the uncertainty created by the delay in approving of the industry's code.

"The macaroni industry is still awaiting action on the code. To date, the executive order removing the code from the AAA to the NRA has yet to be signed. Consequently price competition remains in evidence. Flour macaroni was generally held at \$1.10 a box though as low as 95c was heard in one direction. Durum macaroni stood at about \$1.30 and up. Demand was very light, though some fair business was done with jobbers during the recent past."

Britain Controls Food Prices

While Americans are at the moment experimenting with government control of food prices through codes, Great Britain still officially controls bread and other prices 20 years after the beginning of the world war. Before the war, bread and other foods could be purchased and sold at prices, usually governed by everyday commercial custom: supply and demand. Today the food council has fixed the prevailing price of 14c per 4-lb. loaf. Only rolls and French bread are exempt, though the average price of these is double that of the ordinary loaves.

Milk, butter and egg prices are under similar governmental supervision with the board fixing from time to time prices below which these foods may not be sold.

Suspect Arson in Plant Fire

Four men allegedly involved in firing the Empire Macaroni Mfg. Co. plant at 110 Waterbury st., Brooklyn, N. Y. January 14 were given a preliminary hearing before Judge McLaughlin of the county court and held in high bail on their pleas of not guilty, according to a dispatch in the Dec. 15, 1933 issue of the *Brooklyn Times-Union*.

Among the suspects held is the alleged owner of the plant, J. Busceni, out on \$25,000 bail; A. Vacarelli, the alleged arranger, bail \$2500; P. Palamiera, the supposed torch, \$5000 bail and Nick Nicotenra, an adjuster, \$25,000. The

trial has been set for early hearing in the supreme court of Brooklyn.

One is charged with employing the "firebugs"; 2 others with being intermediaries and the fourth with attempting to collect the fire insurance involved.

Steal DeMartini Pay Roll

At the point of 3 guns in the hands of 3 highwaymen, Louis DeMartini, president of the DeMartini Macaroni Co., 200 Sixth st., Brooklyn chose to heed the gruff order of "hand over the money bag" and almost before he realized it the payroll of the employes had changed hands.

He was driving his sedan from the bank with the payroll when another car filled with armed men forced him to the curb just a few blocks from the plant. Without getting out of their car they pointed their guns at DeMartini, and forced him to hand over the money, approximately \$1000 and then sped away. Before an alarm could be given the highwaymen's car was lost in the traffic.

Noodle Firm Incorporated

On Dec. 15 the secretary of state of Illinois issued articles of incorporation to the Figler Noodle company, 1753 W. Roosevelt road, Chicago for manufacture of egg noodles and bakery products. The firm has a capital structure of 100 shares of no par value. Incorporators are L. Rathburs, E. Gertz, C. Lighter.

The plant at that number has for some time been operated by the Figler & Gliel Co. producing its "Tastes Good" noodle brand.

California-Vulcan Co.

To prevent confusion owing to interlocking ownership the California Macaroni company, 445 Drumm st., San Francisco and the Vulcan Macaroni company, 425 Broadway, San Francisco, will be known as the California-Vulcan Macaroni company with offices at 445 Drumm st. according to press notices. A. Bacigalupi is president of the combined firms and G. Abujen secretary.

Scarpelli Enlarges Holding

Foreseeing the need of more land space adjoining their plant for the expansion which the officers deem inevitable, the Scarpelli Brothers of Spokane, Wash. recently acquired possession of 2 adjoining tracts, one 100 feet square and another 50x100 feet. The purchase price for the two parcels was \$8750.

Elected Pool Car Group Secretary

Frank Rezek of the Chicago Macaroni Co., Chicago was elected secretary of the Chicago Food Manufacturers Pool Car Group last month. Hiram Beard of Allison Bedford Co. is president. Officers reported that a checkup shows the past year's carloadings were the largest in the history of the organization.

Macaroni Production in Canada

The macaroni industry in Canada produced 22,278,366 lbs. of macaroni, spaghetti and vermicelli during 1932, having

a total value of \$1,053,589 according to figures by officials. In addition there were approximately 900,000 lbs. of egg noodles and kindred products manufactured in bakeries and biscuit factories.

Imports of macaroni products in that year decreased from 1,294,649 lbs. valued at \$81,171 in 1931 to 720,105 lbs., valued at \$56,310 in 1932.

Exports increased, however, from 1,149,934 lbs., valued at \$55,911 in 1931 to 2,475,136 lbs., valued at \$111,623 exported in 1932. Macaroni products are manufactured in less than a dozen plants in Canada most of them being in the control of a large holding company.

Macaroni Exhibited at Trade Banquet

The products of a new industry featured the exhibition of local plants at the annual dinner of the Board of Trade of Thorold, Can. held the latter part of 1933. During the year there had been established in that city with the help of the Board of Trade a new industry operating under the name of the Muratori Macaroni Manufacturing company and it was this firm's products that attracted so much attention at the exhibition which was extended 2 days to give all interested persons an opportunity to see the display of the varied products produced in the vicinity of Thorold.

The new macaroni plant is operated by John Muratori with the assistance of his brother Otavio Muratori in charge of production.

Finnish Fish Macaroni

From Helsingfors, Finland comes the announcement that a factory is being planned to make macaroni from fresh fish, and that as such it becomes one of the new industries of that country on the Baltic sea, the only factory of its kind. Proposers of the idea claim that it would abolish existing waste in fish, the principal article of food in that country and that it would furnish a cheap and nutritious food for all classes. Whether the formula calls for a blending of flour and fish flesh in the new fish macaroni, the announcement does not state.

Stolen Macaroni Molds Recovered

Prompt work of officials of the Falls Macaroni company, 322 Twelfth st., Niagara Falls, N. Y. and of the police department prevented completion of a robbery planned by wily thieves. Breaking into the plant the night of Dec. 4 they stole, among other things, a number of macaroni molds valued at about \$3000, carrying them to a hiding place in a nearby garage where they later intended to pick them up. The watchman immediately called the police who trailed the robbers to the garage, recovered the stolen macaroni molds but were unable to apprehend the thieves.

Fun to Cook Macaroni Relatives

Macaroni and its relatives,—spaghetti, elbows, egg noodles and many other popular shapes are a source of much cooking pleasure and diversion to crafty house-

wives who delight in preparing them in the many pleasing ways to which they are so adaptable. At least, that is the thought expressed by Miss Mary Meade in one of her interesting articles on food products in the *Chicago Daily Tribune*, which in part is as follows:

"I don't think I used to have as much fun cooking as I do nowadays. But then, it wasn't until recently that I got to know the interesting Italian family over at the grocery store. You've met them—the tall, skinny one they call Spaghetti, popular Tony Macaroni, brittle Vermicelli, and the fat little fellow known intimately as Noodles. Of course, I'd had them over occasionally, but never to anything special, for I wasn't quite sure how they'd mix.

"But I might have saved myself the worry, for just as soon as I really began getting acquainted I started finding a half dozen quite swanky affairs a week where they'd fit in. And you never saw such versatile folks or ones with more interesting relatives!

"For instance, have you come across, in your marketing dashes, the fact that you can buy your noodles "in the flat" in three widths, and can indulge your fancy for wiggles and have curly noodles? And have you also met curly spaghetti? The big, fat macaroni elbows, and the small, slim ones? And the wealth of delectable oddities in the form of baskets, big and little shells, stars, letters, animals, and so on? Then you have made a good start toward some most appetite teasing meals.

"It remains to be discovered that what is new and luscious may be conjured up from these Italian friends of ours. And because I have a weakness for both chicken and noodles, suggestion No. 1 is—

Chicken-Noodle Croquettes With Pineapple Sauce

1 cup finely chopped cooked chicken or veal.
1 cup canned corn (or fresh, cooked).
½ package narrow egg noodles.
¾ cup very thick white sauce.
½ cup finely chopped celery.
2 tablespoons minced onion.
2 tablespoons butter, melted.
1½ teaspoons salt.
Pepper to taste.
Fine dry bread crumbs.
2 eggs, well beaten.
¼ cup milk.

"Cook the noodles until tender in boiling salted water. Drain and combine with them the rest of the ingredients. Chill and then shape into cones, balls, or rolls. Dip in bread crumbs, in beaten eggs, and again in the crumbs. Or slightly crushed, flaky prepared cereal does an interesting job of taking the place of crumbs. Then fry in a frying basket in deep fat (390 degrees F.) until golden brown. Drain and serve with—

Pineapple Sauce

"Heat together 2 cups of crushed pineapple as it comes from the can, the grated rind and juice of 1 lemon, and ½ cup of water. When these are hot, add—stirring vigorously—the cornstarch and sugar, which have been mixed together."

Simplifying Old Man Calendar

Calendar reform is really a very simple matter, according to Miss Elizabeth Achelis, an international lecturer who has been discussing this subject at Princeton.

"It does not necessitate any such abstruse inconvenience as a 13-month calendar," she explained to her collegiate audience. "It does not require complicated argument or prolonged study. The irregularities of the present calendar, which are apparent to anybody, can be simply and easily corrected without any absurd addition of a 13th month."

She proceeded to outline the favorite and popular proposal for calendar reform, retaining the 12-month year, equalizing the quarters and making the calendar perpetual, so that the year always begins on Sunday, as in 1933.

"The overwhelming argument for calendar revision," she said, "is exactly this,—that our most used unit of measurement surely ought to be as simple as it can possibly be made. The irregularities of the present calendar are due to a long series of historical accidents, perversions and expressions of personal vanity. These irregularities have long been recognized, but it was difficult to correct them in earlier times because many different calendars were in use by different nations and races. They can be more easily corrected now, because all the nations of the world have at last come to use the same civil calendar."

Miss Achelis called attention to the fact that, under the present system, the calendar changes every year. Every January 1st, people have to throw away last year's calendar and install a new one. "What an idiotic procedure this is," she declared, "when we consider that the calendar is a yardstick for measuring time. How foolish we would feel if every year on January 1 we had to throw away our last year's clocks and watches, our tape measures and our kitchen scales, so that we could install clocks with new and different hours, tape measures with a different arrangement of

inches, and scales with a different set of pounds and ounces.

"That, of course, is exactly how our present calendar works. There are fourteen different patterns of the calendar year. The cost in human annoyance, labor, inconvenience, incomparability of statistics, and even in money, must be considerable. And it can all be very easily corrected, without any such revolutionary process as a 13-month year. Calendar reform is an evolutionary process, not a revolutionary convulsion." Her Princeton audience indicated agreement with her proposal for a revised 12-month calendar of the type widely advocated in England, Switzerland and other European countries.

Hearing Date on Flour Miller Code

A proposed code of fair competition for the wheat flour milling industry will have a public hearing Jan. 15 in Washington on order signed by Secretary Wallace.

The submitted code contains stop-loss provisions and restrictions on new or unused plant capacity, places administration in the hands of a code authority of 15 selected by the industry and limits access to books and records to examination of specific transactions in question. The code was submitted by the Millers National Federation, representing about 85% of the output.

The proposed code would be administered by a code authority of 15 millers, 13 selected by the board of directors of the federation and 2 by nonmembers of that organization.

Unfair methods of competition listed in the proposed code include: rebate waiving of charges, bribery, guaranty against decline and discriminatory prices. The code declares destructive price cutting to be an unfair method of competition. It does not prohibit the sale of flour below cost but sets up a stop-loss basis and prohibits sales below this basis.

Contracts for future delivery of flour

would be limited to shipment within 90 days, with appropriate carrying charges assessed for deferred delivery.

The code provides that no mill shall be operated more than 144 hours during any calendar week and that no mill capacity not in operation for at least 90 days during a period of 3 years preceding the effective date of the code, shall be operated without approval of the Secretary of Agriculture. Construction of new capacity except for necessary replacement or improvement must be subject to a certificate of economic necessity issued by the secretary, unless such new capacity is equaled by abandonment of like capacity.

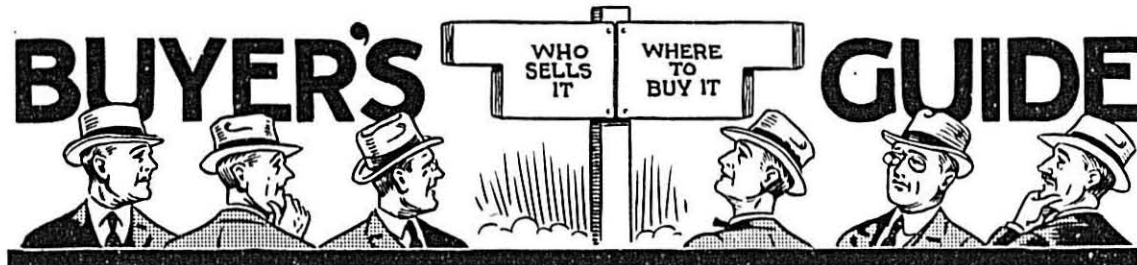
Access to books and records, limited to examination of specific transactions that may be in question, if provided for.

Bandits Get \$1000

Six bandits with faces masked with handkerchiefs charged into the office of the Chicago Macaroni company, 2170 Canalport av., Chicago on Christmas eve and lined up the 15 employes in the office while rifling the cash boxes of various sums totaling about \$1000.

Because they dared to look after being told to hold up their hands and close their eyes, Joseph Matalone, assistant secretary and A. L. Morici, vice president of the firm were savagely duffed and considerably mauled by 2 of the bandits.

After satisfying themselves that they had obtained all the cash that was in the office they fired several shots through the ceiling as a warning against pursuit, and then dashed to a waiting automobile. Officials immediately notified police of the robbery. The robbers' trail was immediately picked up and seeing a suspicious car which they overtook at a stop light, several policemen jumped from the squad car yelling to the supposed bandits to surrender. They were met by a volley of gun fire from the bandits' car which shattered the windshield of the police car; then with a burst of speed the bandits' car was lost in traffic. No one was seriously injured.



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		SERVICES	
		Patents and Trade Marks	The Macaroni Journal

Trade Mark Use Not Prevented by Cancellation

Patent Office Ban on "Chipso" Cited as Instance

(It will be news to many readers that a trade mark may continue to be used to identify a product even though its registration has been canceled by the patent office.)

The trade mark "Chipso," known to women and many men has recently been canceled by the U. S. Patent Office.

It comes as a surprise to the majority of people and has caused the general belief that the mark "Chipso" can never be used hereafter or again. How could this popular mark be canceled now—after having been registered in the Patent Office since April 12, 1921, and after Procter & Gamble's very great expenditures in advertising soap chips, flakes and granulated soap under this mark? The reasons are as follows:

(1) A cancellation proceeding may be instituted in the patent office at any time; literally there is no time limit.

(2) The patent office felt that "Chipso" was confusingly similar to the Prescott company mark "Chase-O," which had been registered with them seven or

eight years before Chipso, i. e., Dec. 9, 1913, as opposed to April 12, 1921.

(3) The patent office felt the Prescott company preparation (called Chase-O) in crystal form for washing, cleansing and bleaching to be of the same class as Procter & Gamble's Chipso product—within the meaning of the trade mark statutes, as lately construed by the U. S. Court of Customs and Patent Appeals.

Hence, these two marks applied to the same class of goods having been found confusingly similar—the younger mark Chipso, had under the statutory law to be canceled in the patent office at the behest of the owners of the older registered trade mark, "Chase-O."

By and large, this cancellation is considered unjust and highly technical. And so it would be if its results were actually as they are commonly thought. But they are not. For the Procter & Gamble company can and will (so far as known) continue to use this well known mark for its well known products. This apparent flouting of the patent office tribunals is legally and commercially possible and frequent—because the right to use your trade mark is one thing, and the right to register it is altogether and quite another.

—Printers' Ink.

Fire waste can never be replaced.

Durum Crop 25 Per Cent

According to the crop reporting board of the U. S. Department of Agriculture, Washington, D. C. the 1933 production of durum wheat was about 24.5% of the 5 year average, but despite the small production it had a higher total farm value.

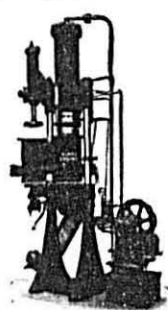
2,310,000 acres of durum wheat was harvested in 1933, yielding about 7 bu per acre. The total yield was 16,109,000 bu. worth on the farm \$10,133,000.

The production of all kinds of wheat in 1933 was 527,413,000 bu., the smallest wheat crop produced in United States since 1894. It was about 70,000,000 bu. below the amount required in recent years for domestic consumption and seeding purposes. Of the total, 16,109,000 bushels were of durum wheat as compared with 40,000,000 bu. in 1932 and 20,712,000 bu. in 1931.

The low yield was due to an abandonment of acreage last year as a result of extreme drought and high temperatures during June and July, particularly in the Dakotas and Montana.

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Vol. XV January 15, 1934 No. 9

Christmas Greetings From Readers

It is a pleasure, indeed to acknowledge joyous and thoughtful greetings from the following friendly readers:

- Cards
A. Goodman & Sons, Inc., New York.
I. J. Grass Noodle Co., Chicago.
Kentucky Macaroni Co., Louisville.

C. Surico, Clermont Machine Co., Brooklyn.
A. Irving Grass Noodle Co., Chicago.
J. J. Paden, Rokston Milling Co., Crookston.

Make Trade Association Supreme

General T. S. Hammond, president of the Whiting corporation, Chicago and former chief of the trade association division of the NRA in a talk at the monthly luncheon meeting of the Chicago Business Secretaries Forum last month cautioned them to guard jealously every inherent right to industry rule.

According to this authority practically 99 1/2% of the problems can be easily and satisfactorily settled in the trade itself and only in 1/2% of the cases need there be action by code authorities consisting of members outside the trade concerned.

Insist on having a control authority composed entirely of interested members, excepting required government representatives and prevent by all honorable means the attempted control by "outsiders." Overlook no opportunity to build up the trade association under the code for fear of the ultimate breakdown of the code authority or the code itself.

It's Up to Johnson

Final approval of many pending codes of fair competition for relatively small industries was expedited when President Roosevelt by executive order authorized NRA Administrator Hugh S. Johnson to approve codes for industries employ-

Willis' New Year Thought

Reviewing the changed attitude of government toward business and of business' new view of governmental interest, President Paul S. Willis of the Associated Grocery Manufacturers of America in attempting to visualize the results of the new relation asks the question:

Does industry want to govern itself, and if so will it give proper support and cooperation to the setting up of adequate trade and association organization?

The question is most timely since many are now awakening to an appreciation of the responsibility of self government and the opportunity for so doing. He concludes:

Today, industry's requirement certainly suggests the need of ORGANIZATION, COORDINATION and COOPERATION.

ing 50,000 or fewer workers. Codes for major industries—those normally employing in excess of 50,000 employees—will be submitted as before to the President, who in the executive order specifically retained for himself the power under the National Industrial Recovery Act to impose codes on industries.

Struck Down by Automobile—Dies

Friends of Nicholas Bonno, proprietor of the Houston Macaroni Factory, Houston, Tex., report his death following an accident in November. While attempting to cross the street in front of his plant at 114 Preston av. he was struck down by a speeding automobile, sustaining injuries which caused his death a few hours later.

Mr. Bonno is survived by his wife, 2 sons—John and Frank—and 3 daughters. He was well known in the business circles of Houston which had been his American home for many years.

Better to stop at the crossing than at the graveyard.

WANT ADVERTISEMENTS

FOR SALE: Bird carton sealing machine, style C, in good condition, cheap. For particulars write The Pfaffman Egg Noodle Co., Cleveland, Ohio. (10)

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SECRETARY'S MESSAGE

The Macaroni Code---A New Year's Gift

After an exasperating delay of more than six months awaiting the settlement of internal differences between various governmental forces in Washington, the Macaroni Code was finally approved by President Roosevelt.

Now that we have what we have long sought after, what are we going to do with it? For after all, the attitude of the various manufacturers under the Code and the administration of its provisions by the Macaroni Code Authority will determine its value to the trade.

Judging from past experiences there will be well defined groups in the macaroni industry. First and the largest group will include the worthwhile manufacturers who will accept the provisions of the code and apply them in the spirit intended by the sponsors and the government officials who approved of it in its present form, and secondly, a group, small in number, whose chief thought will be ways and means of avoiding its provisions—"chiselers"—as General Johnson has named them. The immediate effectiveness of the Macaroni Code will depend on the superiority in number and compliance of the first group over the second.

The Macaroni Code as finally approved by the President does not contain all the provisions desired by all the macaroni makers interested, but it contains many that will eliminate most of the abuses and unfair practices from which the Industry has long been altogether too patient a sufferer. If it succeeds only in eliminating from the trade channels all inferior products or prevents their masquerading as superior to their actual quality, the Code will be worth all of the expense, every effort of the sponsoring group and the ultimate approval of every earnest, well meaning honest manufacturer.

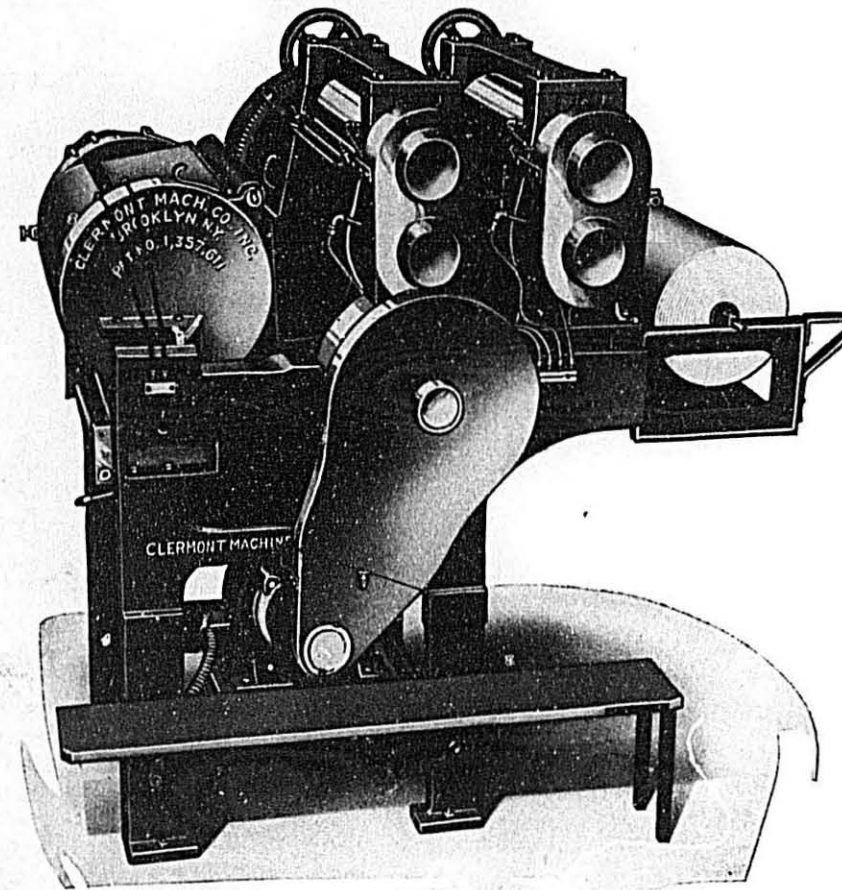
Now that the Macaroni Industry has its Code, what will be done with it? The answer is in the action taken thereunder. It is up to you Mr. Macaroni and Mr. Noodle Manufacturer.



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

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

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

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

PILLSBURY'S *Semolina*