

**THE  
MACARONI  
JOURNAL**

**Volume XVI  
Number 4**

**August 15, 1934**

# The Macaroni Journal



Minneapolis, Minn.

AUGUST 15, 1934

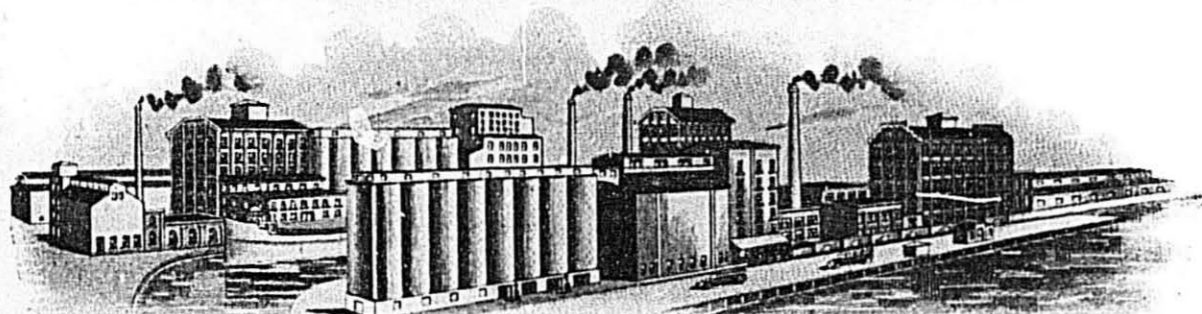
Vol. XVI No. 4

## SUMMING UP

An impartial review of the actions and discussions at the Industry's biggest and best conference in Chicago last June leads to these conclusions:

- 1—That it was of immeasurable value to the entire industry.
- 2—That prevailing prices are entirely out of line with sensible replacement costs
- 3—That too many fail to reflect in their quotations the increased labor costs and new taxes.
- 4—That entirely too much low grade macaroni is being made to the detriment of expected and planned consumption increase.
- 5—That greed for greater distribution must soon give way to profitable production.
- 6—That manufacturers can best help themselves and their industry by honestly observing the provisions of The Macaroni Code that aims at trade stabilization through industry action.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

In 1934, 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, 504 Produce Exchange  
PHILADELPHIA PA., 10 Chestnut St.

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

## THE MACARONI CODE AUTHORITY

Operating Under The NRA Code of Fair Competition For The Macaroni Industry  
Approved January 29, 1934, Effective February 8, 1934

MEMBERS AND OFFICERS  
FIRST MACARONI CODE AUTHORITY  
Term—July 1, 1934-June 30, 1935

JOHN V. CANEPA.....310 W. Grand St., Chicago, Ill.	G. GUERRISI.....Lebanon, Pa.
WM. CULMAN.....43-82 Vernon Blvd., Long Island City, N. Y.	HENRY MUELLER.....180 Baldwin St. Jersey City, N. J.
M. DeMATTEI.....55 N. San Pedro St. San Jose, Cal.	LEON G. TUJAGUE.....1501 Fulton St. New Orleans, La.
FRANK A. GHIGLIONE.....4715 Sixth Av. S. Seattle, Wash.	LOUIS S. VAGNI.....1227 St. Louis Av. St. Louis
B. R. JACOBS, Technical Adviser.....2026 "Eye" St. N.W. Washington, D. C.	M. J. DONNA, Secretary-Treasurer.....520 N. Michigan Av. Chicago, Ill.

ADMINISTRATION MEMBER  
WILLAM H. CALHOUN—Chicago, Ill.  
Term—March 8 to Sept. 8, 1934

## Regional Industrial Adjustment Agencies

### REGION NO. 1—BOSTON, MASS.

G. La Marca, Regional Chairman,  
207 Commercial st., Boston, Mass.  
Herbert C. Gruber, Regional Secretary,  
16 Cross st., Boston, Mass.

#### Agency Members

G. La Marca, Chairman, Boston, Mass.  
Alfred Bianchi, Worcester, Mass.  
F. Rossi, Providence, R. I.  
M. La Marca, Boston, Mass.  
G. D. Del Rossi, Providence, R. I.

### REGION NO. 2—NEW YORK, N. Y.

Frank L. Zeraga, Regional Chairman,  
26 Front st., Brooklyn, N. Y.  
Ole Salthe, Regional Secretary,  
60 E. 42nd st., New York, N. Y.

#### Agency Members

Frank L. Zeraga, Chairman, Brooklyn, N. Y.  
Jerome Maler, New York, N. Y.  
V. J. Counzo, New York, N. Y.  
V. Giatti, Brooklyn, N. Y.  
P. George Nicolari, New Haven, Conn.

### REGION NO. 3—PHILADELPHIA, PA.

Philip R. Winebrenner, Regional Chairman,  
1012 Dakota st., Philadelphia, Pa.  
Joseph H. Dulles, Regional Secretary,  
1500 Walnut st., Philadelphia, Pa.

#### Agency Members

Philip R. Winebrenner, Philadelphia, Pa.  
G. Guerrisi, Lebanon, Pa.  
Sam Arena, Norristown, Pa.  
C. W. Wolfe, Harrisburg, Pa.  
Max Kurtz, Philadelphia, Pa.

### REGION NO. 4—PITTSBURGH, PA.

R. V. Golden, Regional Chairman,  
Box 987, Clarksburg, W. Va.  
S. T. Viviano, Jr., Regional Secretary,  
Carnegie, Pa.

#### Agency Members

R. V. Golden, Chairman, Clarksburg, W. Va.  
E. W. Hunter, Reynoldsville, Pa.  
David Kerr, Cumberland, Md.  
C. H. Smith, Ellwood City, Pa.  
Salvatore Viviano, Carnegie, Pa.

### REGION NO. 5—BUFFALO, N. Y.

E. C. Oberkircher, Regional Chairman,  
379 Jefferson av., Buffalo, N. Y.  
Leonard H. Leon, Regional Secretary,  
260 Court st., Buffalo, N. Y.

#### Agency Members

E. C. Oberkircher, Chairman, Buffalo, N. Y.  
Alphonso Gioia, Rochester, N. Y.  
Joseph C. Meisenzahl, Rochester, N. Y.  
Alfredo Rossi, Auburn, N. Y.  
Joseph Lojacono, Buffalo, N. Y.

### REGION NO. 6—CHICAGO, ILL.

R. B. Brown, Regional Chairman,  
422 S. Des Plaines st., Chicago, Ill.  
Frank Traficanti, Regional Secretary,  
451 N. Racine av., Chicago, Ill.  
L. Sherman Aldrich, Deputy Code Executive,  
330 S. Wells st., Chicago, Ill.

#### Agency Members

R. B. Brown, Chairman, Chicago, Ill.  
A. Irving Grass, Chicago, Ill.  
Steve Matalone, Chicago, Ill.  
Walter Williams, St. Paul, Minn.  
J. G. Luehring, Milwaukee, Wis.

### REGION NO. 7—ST. LOUIS, MO.

Joseph Freschi, Regional Chairman,  
1730 Kingshighway blvd., St. Louis, Mo.  
Louis S. Vagnino, Regional Secretary,  
1227 St. Louis av., St. Louis, Mo.

#### Agency Members

Joseph Freschi, Chairman, St. Louis, Mo.  
Lloyd M. Skinner, Omaha, Neb.  
E. W. Pica, Louisville, Ky.  
G. Viviano, St. Louis, Mo.  
M. Onofrio, Kansas City, Mo.

### REGION NO. 8—NEW ORLEANS, LA.

Leon G. Tujague, Regional Chairman,  
1000 Fulton st., New Orleans, La.  
Herman Moss, Regional Secretary,  
4003 Franklin ave., New Orleans, La.

#### Agency Members

Leon G. Tujague, Chairman, New Orleans, La.  
Herman Moss, New Orleans, La.  
R. Taormina, New Orleans, La.  
Joseph Sunseri, Shreveport, La.  
R. G. McCarty, Birmingham, Ala.

### REGION NO. 9—DALLAS, TEX.

Frank S. Bonno, Regional Chairman,  
2612 Main st., Dallas, Tex.  
Laurence L. Lomonaco, Regional Secretary,  
2000 Hall st., Dallas, Tex.

#### Agency Members

Frank S. Bonno, Chairman, Dallas, Tex.  
Guy M. Russell, McAlester, Okla.  
Sam J. Lucia, Houston, Tex.  
Frank L. Lombardo, Beaumont, Tex.  
N. T. Massa, Fort Worth, Tex.

### REGION NO. 10—LOS ANGELES, CALIF.

Harry Lane, Regional Chairman,  
Box 817 Arcadia Sta., Los Angeles, Cal.  
P. J. Serio, Regional Secretary,  
6003 Long st., Los Angeles, Cal.

#### Agency Members

Harry Lane, Chairman, Los Angeles, Cal.  
S. Nunziato, Los Angeles, Cal.  
F. Spadaforo, Los Angeles, Cal.  
T. Losse, Los Angeles, Cal.  
E. De Rocco, San Diego, Cal.

### REGION NO. 11—SAN FRANCISCO, CAL.

M. DeMatti, Regional Chairman,  
51 N. San Pedro st., San Jose, Cal.  
A. Bertucci, Regional Secretary,  
2989 Folsom st., San Francisco, Cal.

#### Agency Members

M. DeMatti, Chairman, San Jose, Cal.  
L. Podesta, San Francisco, Cal.  
G. Obujen, San Francisco, Cal.  
D. Merlino, Oakland, Cal.  
J. Scarpino, Sacramento, Cal.

### REGION NO. 12—SEATTLE, WASH.

Frank A. Ghiglione, Regional Chairman,  
4701 Sixth av. S., Seattle, Wash.  
H. C. Hanke, Regional Secretary,  
1605 42nd av., Seattle, Wash.

#### Agency Members

Frank A. Ghiglione, Chairman, Seattle, Wash.  
S. M. Orso, Portland, Ore.  
A. Scarpelli, Portland, Ore.  
D. Pagano, Seattle, Wash.  
V. DePolice, Spokane, Wash.

### Macaroni Code Authority Recognized

Based on the certification of the election results as submitted by Secretary M. J. Donna of the Macaroni Code Authority official recognition has been accorded the personnel of code authorities for the macaroni industry by the National Recovery Administration as follows:

*Atlantic District*—William Culman, Atlantic Macaroni Co., Long Island City, N. Y.; G. Guerrisi, Keystone Macaroni Manufacturing Co., Lebanon, Pa.; Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  
*Alleghany District*—Alfonso Gioia, A. Gioia & Bro., Rochester, N. Y.  
*North Central District*—John V. Canepa, John B. Canepa Co., Chicago;

Louis S. Vagnino, American Beauty Macaroni Co., St. Louis.  
*Gulf District*—Leon G. Tujague, National Food Products Co., New Orleans.  
*Pacific District*—M. DeMatti, San Jose-Ravenna Paste Co., San Jose, Cal.  
*At Large*—G. G. Hoskins, Libertyville, Ill., president, National Macaroni Manufacturers association.



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

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

# THE MACARONI JOURNAL

Volume XVI

AUGUST 15, 1934

Number 4

## Through Outside Eyes

A beautiful painting to be properly appreciated must often be admired from just the right angle. This means that it is quite possible for one to be so close to the subject under scrutiny as to be unable to appreciate all of its fine points.

Just what does the outside world think of the business situation in our country and the means undertaken by our leaders and our government to restore confidence, spur trade and otherwise to overcome the lethargic effects of our overlong period of depression? What does our Canadian neighbor, for instance, know of our code plan of business regulation and restoration? And from the angle of the competitive macaroni maker in the country to the north, what effect, good or bad, has the new code law for the U. S. macaroni industry had on the trade in particular and the business in general?

Across the border one is impressed by the deep interest taken in the American experiment of codifying the productive, distributive and service trades and by the feeling that the idea as a whole is a step in the right direction, requiring only proper supervision, full observance and strict enforcement. This is true because our Canadian neighbors have become association minded and are watching closely just what effect the codifying movement will have on legitimate trade organizations. They know that the promoters of the code plan of business regulation have most emphatically declared that the prime purpose behind the government's attempt to regulate business through codes is to help rather than to disrupt the trade association movement, because experience has thought them to fully appreciate the true value of a properly managed, well organized and truly cooperative, legitimate trade association. The help of properly organized business organizations is sought in this nationwide movement for business stabilization.

Canadian manufacturers of "Pates Alimentaires," as they call themselves, have been watching with keen interest the general effect of the macaroni trade on the industry here. "What has the macaroni code done for our fellow manufacturers in the States?" is the question first asked of visitors who are expected to know the answer. They reason that if the code idea works in a trade composed of many firms and diversified interests, it might work even better in their country where the "pates" trade is quite generally controlled by one or

two large corporations. The Canadian manufacturers already enjoy the benefits of a more sympathetic government that has within the past few years put into effect some protective legislation, adversely affecting the American and foreign export trade to the dominion.

The code plan of business revival is not yet favored entirely by our Canadian neighbors, though there is a growing demand for more stringent regulation of business and of trades, if the "commercial pirates," as the "chiselers" are more politely termed, are to be suppressed. That is the conclusion reached by an observant representative of the American macaroni industry while touring Ontario and Quebec last month, interviewing the leading manufacturers in those provinces, the center of the heaviest macaroni production in Canada, just at the moment that business leaders had gone emphatically on record as favoring legislation aimed at elimination of trade pirates in all lines of business and industry.

One agency last month advanced the suggestion that the government appoint a "trade referee" of a status similar to that enjoyed by General Hugh S. Johnson under our NRA, but with greater, almost unlimited enforcement powers backed by the courts of the land. The spokesman explained his proposal by saying—"I don't know, but from reports that are current in all business circles, I think we are going to have a 'public referee' to enforce new rules of the business game—and that means that there are going to be rules and regulations. Then and in that manner only are we going to outlaw the commercial pirates. In its finality it may mean compulsory membership in trade organizations. That may be a radical step,—it will be a drastic move to eliminate what General Johnson of the States terms 'the chiselers' but in that way only can the honest producer and the legitimate distributor get the desired government aid in combating the unfair price cutter and all that ilk, that apparently are at the bottom of every business trouble everywhere in this civilized world."

The U. S. macaroni industry has in its hands the instrument of self business regulation which our neighbors to the north are seeking. To make the best possible and proper use of the means given the industry to help itself under the NRA seems to be the plain duty of every one earnestly concerned in the future welfare of the industry in America.

# Code Registration Numbers Under Macaroni Blue Eagle

Firm	Code Number	City
<b>ALABAMA</b>		
Birmingham Mac. Co.	1-1	Birmingham
<b>CALIFORNIA</b>		
Bell Mac. Co.	4-1	Bell
Anthony Mac. & Pretzel Co. Inc.	4-2	Los Angeles
Costa Mac. Mfg. Co.	4-3	Los Angeles
Florence Mac. Mfg. Co.	4-4	Los Angeles
Globe Grain & Milling Co.	4-5	Los Angeles
Italian Mac. Mfg. Co.	4-6	Los Angeles
L. A. Pacific Mac. Co.	4-7	Los Angeles
Lozce Mac. Co.	4-8	Los Angeles
Mamma Noodle Co.	4-9	Los Angeles
Millers Food Products	4-10	Los Angeles
Sunland Biscuit Co.	4-11	Los Angeles
Superior Mac. Co.	4-12	Los Angeles
Reich Egg Noodle Co.	4-13	Los Angeles
Weber Noodle Factory	4-14	Los Angeles
San Diego Mac. Mfg. Co.	4-15	San Diego
Italian Mac. Factory	4-16	Elmhurst
Fresno Mac. Mfg. Co.	4-17	Fresno
Oakland Food Prod. Co. Ltd.	4-18	Oakland
Oakland Mac. Co.	4-19	Oakland
West Coast Mac. Co.	4-20	Oakland
Colosseum Mac. Co.	4-21	Sacramento
Del Ray Corp.	4-22	San Francisco
California-Vulcan Mac. Co.	4-23	San Francisco
Celle Mac. Co.	4-24	San Francisco
Cosmopolitan Paste Factory	4-25	San Francisco
Dr. Fisher Food Prod. Co.	4-26	San Francisco
Genoa Mac. Co.	4-27	San Francisco
Golden Gate Mac. Factory	4-28	San Francisco
Gragnano Products, Inc.	4-29	San Francisco
Italian-American Paste Co. Inc.	4-30	San Francisco
Majestic Paste Co.	4-31	San Francisco
Pompei Mac. Factory, Inc.	4-32	San Francisco
Star Mac. Co.	4-33	San Francisco
Roma Mac. Factory	4-34	San Francisco
Fontana Food Products Co.	4-35	So. San Francisco
California Paste Co.	4-36	San Jose
Napoli Mac. Co.	4-37	San Jose
San Jose-Ravenna Paste Co.	4-38	San Jose
Santa Rosa Mac. Factory	4-39	Santa Rosa
S. F. Italian Paste Co.	4-40	Stockton
Sunset Mac. Factory	4-41	Stockton
<b>COLORADO</b>		
American Beauty Mac. Co.	5-1	Denver
Angelus Mac. Mfg. Co.	5-2	Pueblo
Golden Crown Mac. Co.	5-3	Trinidad
<b>CONNECTICUT</b>		
Greenwich Mac. Co.	6-1	Greenwich
Connecticut Mac. Factory	6-2	Hartford
General Importing Co. Inc.	6-3	Middletown
Connecticut Mac. Co.	6-4	New Haven
New Haven Mac. Co.	6-5	New Haven
Buckley Mac. Co.	6-6	Kensington
<b>ILLINOIS</b>		
J. C. Wally Noodle Co.	12-1	Chicago
Peter Rossi & Sons	12-2	Braidwood
G. D'Amico Mac. Co.	12-3	Steger
F. L. Klein Noodle Co.	12-4	Chicago
Varco Bros.	12-5	Chicago
A. Russo & Co.	12-6	Chicago
John B. Canepa Co., Inc.	12-7	Chicago
United States Mac. Co., Inc.	12-8	Chicago
American Noodle & Mac. Co.	12-9	Chicago
Ignatz Busam	12-10	Chicago
Chicago Mac. Co.	12-11	Chicago
Vito Costa & Sons	12-12	Chicago
Figler Noodle Co.	12-13	Chicago
Fortune-Zerega Co.	12-14	Chicago
Galiotta Bros.	12-15	Chicago
Tony Gattone & Renzo	12-16	Chicago
I. J. Grass Noodle Co., Inc.	12-17	Chicago
Hong Kong Noodle Co.	12-18	Chicago
Joseph Incandella & Son	12-19	Chicago
Quaker Oats Co.	12-20	Chicago
Roma Mac. Mfg. Co., Inc.	12-21	Chicago
Schonberger & Sons	12-22	Chicago
South Side Mac. Co.	12-23	Chicago
Traffanti Bros.	12-24	Chicago
Viviano Mac. Mfg. Corp.	12-25	Chicago
Bologna Mac. Co.	12-26	Cicero
Tenderoni, Inc.	12-27	Joliet
<b>INDIANA</b>		
Sweetheart Mac. Co.	13-1	Elkhart
Mrs. Hartig's Noodle Co.	13-2	Osceola
Newel Food Products Co.	13-3	Indianapolis
<b>IOWA</b>		
Crescent Mac. & Cracker Co.	14-1	Davenport
<b>KENTUCKY</b>		
Kentucky Mac. Co.	16-1	Louisville
<b>LOUISIANA</b>		
A. Bologna & Co.	17-1	New Orleans
F. Dantoni & Co.	17-2	New Orleans
French Market Mac. Mfg. Co., Inc.	17-3	New Orleans
Gend Wah Mac. Co.	17-4	New Orleans
L. Mangano & Co.	17-5	New Orleans
National Food Products Co.	17-6	New Orleans
New Orleans Mac. Mfg. Co.	17-7	New Orleans
Peres Vermicelli Mfrs.	17-8	New Orleans
Taormina Bros.	17-9	New Orleans
Shreveport Mac. Mfg. Co.	17-10	Shreveport
Terrebonne Mac. Co., Inc.	17-11	Houma
Colonial Mac. Mfg. Co.	17-12	New Orleans
Columbia Mac. Co.	17-13	New Orleans
<b>MARYLAND</b>		
David Kerr	19-1	Baltimore
Cumberland Mac. Mfg. Co.	19-2	Cumberland
<b>MASSACHUSETTS</b>		
Vincenzo Biagi Co.	20-1	Boston
Boston Spaghetti Mfg. Co.	20-2	Boston
Hop Hing Company	20-3	Boston
Maravigna Mac. Co.	20-4	Boston
New England Mac. Mfg. Co.	20-5	Boston
Prince Mac. Mfg. Co.	20-6	Boston
Windsor Locks Mac. Mfg. Co.	20-7	Springfield
Italia Mac. Co.	20-8	Worcester
<b>MICHIGAN</b>		
Michigan Mac. Mfg. Co.	21-1	Detroit
Schmidt Noodle Co.	21-2	Detroit
Visvion Mac. Co., Inc.	21-3	Detroit
Max Schiller	21-4	Detroit
<b>MINNESOTA</b>		
The Creamette Co.	22-1	Minneapolis
Mill-Brook Mac. Co.	22-2	Minneapolis
Sunnykline Food Prod. Co.	22-3	Minneapolis
Dainty Products Co.	22-4	St. Paul
Leonard Frank Co.	22-5	St. Paul
Minnesota Mac. Co.	22-6	St. Paul
Herzog Noodle Co.	22-7	St. Paul
<b>MISSOURI</b>		
Kansas City Mac. & Imp. Co.	24-1	Kansas City
Midwest Bakery & Mac. Mfg. Co.	24-2	Kansas City
Checkers Food Products Co.	24-3	St. Louis
Italian Merc. & Mfg. Co., Inc.	24-4	St. Louis
Kientzel Noodle Co.	24-5	St. Louis
J. Meier & Co.	24-6	St. Louis
Mound City Mac. Co.	24-7	St. Louis
Noodle-Frite Egg Noodle Co.	24-8	St. Louis
C. W. Sauselle Noodle Co.	24-9	St. Louis
V. Viviano & Bros. Mfg. Co., Inc.	24-10	St. Louis
Viviano Grocery & Mfg. Co., Inc.	24-11	St. Louis
Sun Gold Co.	24-12	St. Louis
Dominio Mac. Co., Inc.	24-13	Springfield
Faust Mac. Co.	24-14	St. Louis
Ravarino & Freschi	24-15	St. Louis
<b>NEBRASKA</b>		
Gooch Food Products Co.	26-1	Lincoln
Skinner Mfg. Co.	26-2	Omaha

August 15, 1934

## THE MACARONI JOURNAL

7

Firm	Code Number	City
<b>NEW JERSEY</b>		
D'Amico Mac. Co., Inc.	29-1	Newark
C. F. Mueller Co.	29-3	Jersey City
Campanella Favaro Glaviano Mac. Corp.	29-6	Jersey City
G. & J. LoBue Brothers	29-7	Jersey City
D'Avella Mac. Co.	29-8	Newark
National Mac. Mfg. Co.	29-10	Passaic
S. Phillipone	29-11	New Brunswick
Cassinelli Mac. Co.	29-12	North Bergen
P. Chichi Mac. Co.	29-13	Passaic
<b>NEW YORK</b>		
Angola Mac. Co.	31-1	Angola
Procinio & Rossi Corp.	31-2	Auburn
Alba Mac. Mfg. Co., Inc.	31-3	Brooklyn
Brooklyn Mac. Co.	31-4	Brooklyn
Dutch Made Foods, Inc.	31-5	Buffalo
De Martini Mac. Co., Inc.	31-6	Brooklyn
Niagara Mac. Mfg. Co., Inc.	31-7	Buffalo
Old Dutch Foods, Inc.	31-8	Buffalo
Irving Mac. Co.	31-9	Brooklyn
V. LaRosa & Sons	31-10	Brooklyn
Messana Mac. Co.	31-11	Brooklyn
Refined Mac. Co.	31-12	Brooklyn
Roosevelt Mac. Co.	31-13	Brooklyn
Best Macaroni, Inc.	31-14	Oriskany Falls
Schneider's Home Made Egg Noodle	31-15	Brooklyn
West Mt. Vernon Mac. Co.	31-16	Mt. Vernon
Wycokoff Mac. Mfg. Co.	31-17	Brooklyn
A. Zerega's Sons, Inc.	31-18	Brooklyn
Atlantic Mac. Co., Inc.	31-19	Long Island City
Long Island Mac. Co., Inc.	31-20	Long Island City
Ronroni Mac. Co., Inc.	31-21	Long Island City
Elka Noodle Corp.	31-22	Mt. Vernon
Independent Mac. Co., Inc.	31-23	Mt. Vernon
A. Goodman & Sons, Inc.	31-24	New York City
Horowitz Bros. & Margaretten	31-25	New York City
Mazzola Mac. Co.	31-26	New York City
Napoli Mac. Co.	31-27	New York City
A. Raffetto	31-28	New York City
Vaccaro Bros. Mac. Co.	31-29	New York City
D. Vaccaro & Son	31-30	New York City
Beech-Nut Packing Co.	31-31	Canajoharie
G. Ferrazzano & Sons	31-32	Bronx
Westchester Mac. Co., Inc.	31-33	Bronx
Cardinale Mac. Co., Inc.	31-34	Brooklyn
Giancontieri Mac. Corp.	31-35	Brooklyn
Sanacori & Co.	31-36	Brooklyn
Williamsburg Mac. Co.	31-37	Brooklyn
K. Eichler	31-38	New York City
Buffalo Mac. & Verm. Works	31-39	Buffalo
Liberty Mac. Co.	31-40	Buffalo
Peoples Mac. Co.	31-41	Buffalo
Dunkirk Mac. & Supply Co.	31-42	Dunkirk
Chautauque Mac. Co.	31-43	Jamestown
A. Gioia & Bro.	31-44	Rochester
Quality Mac. Co.	31-45	Rochester
V. Lacagnina Co.	31-46	Rochester
National Egg Noodle Co.	31-47	Rochester
Home Noodle Mfg. Co., Inc.	31-48	Rome
Fred Schiller	31-49	Rome
Goglia Mac. Co.	31-50	Syracuse
Falls Macaroni	31-51	Niagara Falls
Sauro & Company	31-52	Niagara Falls
Just Rite Noodle Co.	31-53	Brooklyn
N. Gennaro	31-54	Brooklyn
Rex Mac. Co.	31-55	Brooklyn
Jamestown Mac. Co., Inc.	31-56	Jamestown
Yonkers Mac. Co.	31-57	Yonkers
H. Dolgenas	31-58	Brooklyn
Coney Island Mac. Co.	31-59	Brooklyn
A. DeAngelo	31-60	Avon
Imperial Mac. Co.	31-61	Rochester
Flower City Mac. Co., Inc.	31-62	Rochester
Genesee Mac. Co.	31-63	Rochester
Mareno Bros.	31-64	Rochester
D. Raffetto & Co.	31-65	New York City
<b>OHIO</b>		
Antonio Palazzolo & Co.	34-1	Cincinnati
E. A. Stansbury	34-3	Canton
Columbus Mac. Mfg. Inc.	34-4	Cleveland
Home Mac. Co.	34-5	Cleveland
Ideal Mac. Co.	34-6	Cleveland
C. Marchese Mac. Co.	34-7	Cleveland
Metropolitan Mac. Co.	34-8	Cleveland
Pfaffman Egg Noodle Co.	34-9	Cleveland
Ohio Mac. Mfg. Co.	34-10	Cleveland
Russo Mac. Co.	34-11	Cleveland
Union Square Mac. Mfg. Co.	34-12	Cleveland
<b>PENNSYLVANIA</b>		
The Megs Company	37-1	Harrisburg
S. Viviano Mac. Mfg. Co.	37-2	Carnegie
La Premiata Mac. Corp.	37-3	Connellsville
Mrs. C. H. Smith Noodle Co.	37-4	Ellwood City
A. C. Krumm & Son Mac. Co.	37-5	Philadelphia
Kurtz Bros. Corp.	37-6	Philadelphia
Italo-French Prod. Co.	37-7	Pittsburgh
V. Arena & Sons, Inc.	37-8	Norristown
Philadelphia Mac. Co., Inc.	37-9	Philadelphia
Roth Noodle Co.	37-10	Pittsburgh
Jefferson Mac. Co.	37-11	Reynoldsville
H. B. Flowers Co.	37-12	Lebanon
Mrs. M. Heizler	37-13	Erie
Keystone Mac. Mfg. Co.	37-14	Lebanon
Brockway Mac. & Supply Co.	37-15	Brockway
Indiana Mac. Co., Inc.	37-16	Indiana
W. Boehm Co.	37-17	Pittsburgh
Ignazio Arena	37-18	Norristown
<b>RHODE ISLAND</b>		
La Favorita Mac. Co.	38-1	Bristol
Choice Mac. Co.	38-2	Providence
G. D. Del Rossi Co.	38-3	Providence
Simone Giordani	38-4	Providence
Naples Mac. Co.	38-5	Providence
New England Mac. Co.	38-6	Providence
Santoro Bros.	38-7	Providence
Semolina Mac. Co., Inc.	38-8	Providence
Sicilia Mac. Co.	38-9	Providence
New England Mac. Co.	38-10	Woonsocket
<b>TENNESSEE</b>		
Robilio & Cuneo	41-1	Memphis
<b>TEXAS</b>		
Brownsville Vermicelli Factory	42-1	Brownsville
Union Macaroni Co., Inc.	42-2	Beaumont
Dallas Mac. Mfg. Co.	42-3	Dallas
National Mac. Corp.	42-4	Dallas
Eagle Mac. Co.	42-5	El Paso
Del Norte Mac. Co.	42-6	El Paso
Fort Worth Mac. Co.	42-7	Fort Worth
Houston Mac. Co., Inc.	42-8	Houston
Magnolia Mac. Co.	42-9	Houston
Teodosio Gutierrez & Co.	42-10	Laredo
Crown Mac. Co.	42-11	San Antonio
Santa Rosa Mac. Co.	42-12	San Antonio
El Paso Mac. Co.	42-13	El Paso
<b>UTAH</b>		
Western Mac. Mfg. Co.	43-1	Salt Lake City
<b>WASHINGTON</b>		
Theo. K. Reber	46-1	Camas
A. F. Ghiglione & Sons	46-2	Seattle
A. Merlino & Sons	46-3	Seattle
Mission Mac. Mfg. Co., Inc.	46-4	Seattle
Pacific Coast Mac. Co., Inc.	46-5	Seattle
Rubenstein Fresh Egg Noodle Co.	46-6	Seattle
Seattle Mac. Mfg. Co., Inc.	46-7	Seattle
Scarpella Bros.	46-8	Spokane
United States Mac. Mfg. Co.	46-9	Spokane
G. Cinelli Co.	46-10	Tacoma
Costas Food Products Co.	46-11	Seattle
<b>WEST VIRGINIA</b>		
West Virginia Mac. Co.	47-1	Clarksburg
<b>WISCONSIN</b>		
Busalacchi Bros. Mac. Co.	48-1	Milwaukee
Milwaukee Mac. Co.	48-2	Milwaukee
Tharinger Mac. Co.	48-3	Milwaukee
Wisconsin Egg Noodle Co.	48-4	Milwaukee

# Cost Elements Approved for Macaroni Industry

NRA approval of the elements to be included when computing cost under the macaroni code was announced July 26, 1934.

The items in the approved cost schedule are raw materials, direct labor, manufacturing overhead, direct packing labor, packing labor, packing materials, administrative expense, selling expense, delivery expense and advertising expense. Just what constitutes each item is detailed in the schedule that follows in what is known as Bulletin No. 9 of the Macaroni Code Authority.

The Elements of Cost which shall enter into a fair and reasonable cost of macaroni products, and which shall be used by members of the Macaroni Industry in determining the lowest cost which a member may use to compile his selling price, are specified in detail hereinafter under the heading "Schedule of Cost Elements." The lowest price at which a member can sell must include the cost to him of all the items listed in the Schedule, with adjustments or modifications as hereafter indicated. These Elements of Cost do not include interest on invested capital or profit.

These Elements of Cost will be used by the Code Authority whenever it is necessary, in case of an alleged violation of the Code by a member of the Industry, to determine the fair and reasonable cost of manufacturing by that member.

Article VII, Section 5 of the Code says in part: "If, in the opinion of the Code Authority, any price list indicates sales below cost which would prevent in this industry the effectuation of the declared policy of the Act, the Code Authority shall so notify the member whose price list is under investigation. If, after due notice and hearing in such manner as the Code Authority may prescribe, the Code Authority shall find any such member has engaged in selling below a fair and reasonable cost, it shall notify the Administrator, who shall approve or disapprove such finding."

If occasion arises for the Code Authority to question your selling price, you will be required to prove: (a) that your costs you have included all of the Elements as approved by the Administrator; and (b) that your overhead charges are figured in accordance with the instructions given in Exhibit A. If it is found that you have sold below cost, you will be charged with a violation of the Code, subject to such penalties as a Federal Court may impose upon you under the provisions of the N. R. A. and/or to such charge for damages to the Industry as may be hereafter determined by the Code Authority under the provisions of a "liquidated damage" contract about to be offered as an amendment to the Code.

### The Elements of Cost Which Shall Enter Into the Determination of a Fair and Reasonable Cost of Macaroni Products

The sale of macaroni products by a member of the Macaroni Industry at a price which does not include the elements of cost as provided in the following schedule will constitute a violation of Article VII, Section 5 of the Code of Fair Competition for the macaroni industry, except that, as provided in the Code, "any member may sell below his individual cost to meet the price of a competitor which is not in violation of this Code."

#### Schedule of Cost Elements

The elements which must be included in the fair and reasonable cost of macaroni products are as follows:

**RAW MATERIALS.** The cost per pound

of semolina, farina and/or flour shall be the market price per barrel of bulk flour plus cost of sacks plus freight per barrel from the flour mill to the manufacturer's plant divided by 186 pounds. The market basis for such cost shall be determined as provided in Exhibit "A" attached hereto.

The cost of eggs used in egg noodles shall be based on the market price. The market basis for such cost shall be determined as provided in Exhibit "A" attached hereto.

The cost of other raw materials, such as salt, milk, etc., which may be used in the manufacture of macaroni products shall be based on actual cost to the manufacturer.

**DIRECT LABOR.** Direct Labor shall include the cost of labor expended in blending and dumping, mixing and kneading, pressing, cutting noodles, trucking to dryer and drying.

**MANUFACTURING OVERHEAD** shall include cost of management of plant; indirect labor (labor whose time cannot be readily allocated to a specific operation); labor and materials used in repairs to equipment; depreciation of machines and equipment; laboratory supplies; miscellaneous manufacturing supplies; and indirect expense applicable to and properly allocated to the Manufacturing Department. Indirect Expense includes (c) heat, light and power purchased, power plant payroll, fuel, oil, waste, repairs to power equipment, depreciation on power equipment, and other miscellaneous power plant expenses, (b) wages of plant superintendent, elevator operators, engineers, maintenance mechanics, watchmen and janitors, (c) insurance, including Workmen's Compensation insurance; general taxes; rent, (d) miscellaneous supplies; depreciation of buildings; repairs to buildings; and other miscellaneous items which are not directly chargeable to the Manufacturing or Packing Departments.

**DIRECT PACKING LABOR.** Direct Packing Labor shall include the labor required to receive from the Manufacturing Department and pack macaroni products into containers.

**PACKING OVERHEAD** shall include the indirect expense applicable to the Packing Department described under indirect expense, (a) to (d) under Manufacturing Overhead, plus indirect labor incidental to packing and all other items, other than packing materials, used in the Packing Department.

**PACKING MATERIALS** shall include cartons, shipping containers, bags, and all other items used in packing macaroni products for shipment. Such items shall not be averaged over all products but each price shall include the actual cost of packaging materials, including wastage, used to prepare a specific style and size of macaroni product for sale.

**ADMINISTRATIVE EXPENSE** shall include salaries and expenses of executives actually engaged in managing and supervising; clerical salaries, stationery, postage and office supplies; executives' traveling expenses (when not selling), legal and accounting fees; assessments for administering Code; depreciation of office equipment; provision for loss for bad debts; and miscellaneous expenses incidental to administration.

**SELLING EXPENSE** shall include sales executives' salaries and expenses; salesmen's salaries and expenses; expense of automobiles used in selling (including insurance, depreciation, repairs, gasoline, oil, etc.); brokerage; salaries of office employees engaged in the Sales Department; stationery; postage and office supplies in Sales Department; sales convention expense; storage of products in public warehouses; and such other items of expense as are incurred in the selling of the company's products,

including premiums as provided in Exhibit "A."

**DELIVERY EXPENSE** shall include outboard freight, express and shipping expense including labor cost of handling packed macaroni products from Packing Room to trucks or freight cars; operation of trucks; and other items of expense incurred for delivery of various macaroni products from the Packing Department to the distributor or purchaser.

**ADVERTISING** is an element of cost of macaroni products and to the extent to which it can be directly applied to the cost of any specific item, it must be included in a manufacturer's selling price. The method of applying advertising cost to the cost of macaroni products shall forthwith be developed by the Code Authority for the approval of the Administrator; provided, however, that such approval shall not be given until all members of the industry shall have had an opportunity to be heard.

#### EXHIBIT A

#### Principles Governing Application of Cost Elements for Macaroni Products

The following interpretations and modifications shall apply to the use of the Elements of Cost which shall enter into the determination of a fair and reasonable cost of macaroni products.

**1. MARKET BASIS FOR RAW MATERIAL COST.** The Code Authority shall determine a market basis for raw material cost, F.O.B. point of origin, in the following manner:

(A) **FLOUR.** The market basis for semolina, farina and flour (hereinafter designated by the general term flour) shall be calculated as follows:

(1) Daily quotations for each classification of flour shall be obtained from not less than five (5) mills regularly quoted and supplying the macaroni trade.

(2) The daily quotations from each mill shall be averaged each week to determine the weekly average quotation for that mill.

(3) The lowest weekly average quotation thus determined for any mill for any of the four full calendar weeks preceding the twentieth of each month shall be the market basis for raw materials for the following calendar month.

(4) Such market basis for each classification of flour shall be mailed or telegraphed to all members of the Industry not later than the twenty-second day of each month and shall be the minimum cost of flour used to determine the cost of macaroni products sold or offered for sale during the following calendar month; except that any member may use his actual cost of flour as the basis of calculation of cost provided (a) such flour cost is not lower than any market basis published by the Code Authority for any period within ninety (90) days prior to the date of sale or offer to sell by such member, and (b) such member files with a representative of the Code Authority, authorized to receive confidential information, on or before the twenty-fifth day of each month, certified copies of actual contracts for flour showing price, grade and quantity to be delivered, and (c) a statement of estimated production for the following calendar month (such contracts will be deemed to be exhausted when such member's production has equaled the amount of flour so filed), and (d) further provided that the total volume of unfilled orders for macaroni products shall be first deducted from the quantity

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



tivity of flour available at prices below the prevailing market basis.

(B) EGGS. The market basis for egg yolks or whole eggs, frozen and dried, shall be determined in the following manner.

(1) On the twentieth of each month the Code Authority shall secure quotations from at least five (5) egg breakers and five merchants of dried egg products for delivery during the following month.

(2) Such quotation shall be averaged for each class of egg product and be made known to all members of the Industry in the same manner prescribed for flour as the market basis for the following month and shall be the minimum cost of egg used to determine the cost of macaroni products containing egg during the following calendar month; except that any member of the Industry may use his actual cost provided (a) such member files, upon request of the Code Authority, with a representative of the Code Authority authorized to receive confidential information, certified copies of actual contracts for egg showing price, grade and quantity to be delivered and (b) a statement of estimated production of egg macaroni products over the period to be covered by such contracts.

II. RATES OF OVERHEAD. The rates used in applying overhead expense per pound of macaroni products shall be on the basis of a normal or average rate of utilization of plant facilities. This applies to administrative and selling overhead, as well as to manufacturing overhead and packing overhead.

Normal rates of overhead shall be computed: (a) by the determination of normal volume and (b) by the estimate of such overhead expense at such normal volume. "Normal Volume" of any macaroni plant shall be considered 75% of the total macaroni products that a plant could produce operating 52 weeks of 40 hours each. Except any plant, which can demonstrate from past history and current prospects that its annual production may reasonably be expected to average at a rate higher than 75%, may use such rate as its normal capacity.

NOTE: Experience has shown that on the average, 75% of the indirect expense described under Manufacturing Overhead is chargeable to the Manufacturing Department and 25% is chargeable to the Packing Department. Overhead is divided between Manufacturing and Packing because of the tendency in the macaroni industry to lump overhead costs which results in too much overhead charged to bulk goods and too little to package goods.

All overhead costs shall be based on an annual average of production.

III. For the purposes of defining a fair and reasonable cost and making it perfectly clear what is to be taken into account whenever it is alleged that a sale has been made below cost, the following items will be eliminated from the full cost of any defendant in such an investigation.

(A) That portion of original cost of materials and supplies in excess of replacement or market cost.

(B) Employee welfare, group life insurance on employees, donations to charity, and similar items.

(C) Any excess of depreciation and obsolescence over the amount deductible for federal income tax purposes.

(D) All depreciation, insurance, and taxes, and all expense of protecting and maintaining plant and property which is completely inoperative.

(E) Salaries of executives in excess of a reasonable amount, taking into account the size of the business and the proportion of such salaries to other expenses.

(F) Life insurance on officers or other employees.

(G) All interest, including such interest as may be implicitly included in plant rentals.

(H) Customer entertainment and similar expenses.

(I) Any portion of selling, administrative, and delivery expense not applicable to the particular class of business in question. This exemption applies specifically to that type of business on which sales commissions are not paid and on which no delivery expense is incurred. Where administrative expense is normally spread over the entire production of a manufacturing plant, it will be assumed that all of the production of that plant must carry its portion of administrative expense.

(J) Any unusual, extraordinary, or non-recurring item of any kind, which may distort the costs of the member involved, during the period in question.

IV. PREMIUMS. The cost of premiums given with the purchase of macaroni products shall be the actual cost to the manufacturers, including all handling and transportation charges.

Premium cost shall be applied directly to the product in connection with which it is used. Where premiums are offered for the redemption of coupons, package wrappers, or by similar methods, the cost shall be based on the actual cost of such redemption where past experience proves such cost conclusively; or in the event such experience is lacking, the Code Authority shall establish, based upon the experience of other manufacturers with similar premium deals, a standard percentage of redemption which can be used for determining cost. In the event the manufacturer does not accept the Code Authority standard, he may appeal to the Administrator for a decision within five (5) days after the Code Authority makes such standard known to him. Failure to make such appeal within five (5) days will constitute acceptance of such standard by the manufacturer.

**Macaroni-Spaghetti-Noodles**

Noodles, spaghetti and macaroni! If any housewife asked a food expert his honest opinion of this trio, he would tell her that the three are among the most valuable of foods. So states the *New York Post*, adding: "They are rich in protein for body building and repair, they provide an

**Short Durum Crop**

A durum wheat crop of less than 8,000,000 bu. for 1934 is predicted by the July 1 report of the U. S. Department of Agriculture based on conditions in the principal durum wheat growing states as of that day. The estimate is 7,148,000 bu., just about 1/10 of the record production of previous years.

The production of all wheats in this country for this year is forecast at 483,662,000 bu. as compared with 527-

abundance of carbohydrates for energy and the precious mineral salts on which depend the quality of the blood, the beat of the heart and the ready response of nerves and muscles.

"The products are adaptable to many food combinations, are easily prepared readily digested and nourishing. Hot or cold—as part of a main course or as a base for salad."

**Wholesale-Retail Markup Clarified**

The following interpretation of the wholesale food and grocery code has been approved by the NRA:

"Food and grocery products (the sale of which is covered by the Codes of Fair Competition for both the Wholesale Food and Grocery Trade and the Retail Food and Grocery Trade) purchased by a central office of any individual or organization, which, according to the definition of the Codes for the Wholesale Food and Grocery Trade and the Retail Food and Grocery Trade, is both a Food and Grocery Wholesaler and a Food and Grocery Retailer, for sale at retail, must have included in the retail sale price 2 per cent allowance for actual wages of wholesale store labor as well as 6 per cent allowance for actual wages of retail store labor.

"This is notwithstanding such merchandise may be so routed as not to pass through any established privately controlled warehouse of the individual or organization making the retail sale. It is provided, however, that as to merchandise purchased individually by the retail units of such individuals or organizations from the manufacturer and delivered directly to such retail units it shall not be required that the 2 per cent allowance for actual wages of wholesale store labor be included in the retail sell-price."

928,000 bu. produced in 1933 and the 5-year (1927-1931) average production of 886,359,000 bu.

Winter wheat production is forecast at 394,268,000 bu. The production of spring wheat is forecast at 89,394,000 bu. as compared with the 5-year average of 254,298,000 bu. Condition of spring wheat on July 1 was reported 38.4% of normal. The condition of the durum wheat portion of this crop is slightly better.

The July 1 estimate of durum wheat production for the durum wheat states is shown in the table below:

DURUM WHEAT

State	Average (Thousand acres)		Condition July 1 (Per cent)		Production (Thousand bushels)		
	1933	1934	Average 1923-31	1934	Average 1927-31	1933	Indicated 1934
Minnesota	88	83	82	57	3,270	880	872
North Dakota	2,093	837	76	29	44,028	14,651	5,022
South Dakota	93	116	74	17	13,890	326	464
Montana	36	25	73	43	273	252	125
Four States	2,310	1,061	76.1	29.6	61,460	16,109	6,483

**INSUPERABLE MACARONI DIES**

wearing this



TRADE

MARK

are the only representatives and salesmen employed

by

**F. MALDARI & BROS., INC.**

178-180 Grand Street

New York, New York

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

**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**



# Prohibitions Milling Code Has Placed on Wheat and Semolina Mills

By Edwin M. Colton, Regional Code Director of Wheat Flour Milling Industry

It is probable that few macaroni manufacturers have had occasion to give any study to the code of the wheat flour milling industry, and consequently have been unaware of the many prohibitions that have been placed on customs within the trade which may or may not have become matters of common practice.

This brief survey of the code will consider only matters which may no longer be continued by millers who serve the macaroni industry so that all may understand the situation in which the mills have been placed so far as meeting requirements of the code and requests of their customers.

The Millers National Federation package differentials, which become a part of the provisions of the code, permit the sale of flour and semolina on the basis of 98s cotton bags, 140s jutes or in bulk when buyers are to furnish the bags. In cases where sales are made on a bulk basis and buyers furnish new bags of sizes larger than 49 lbs., no additional charge over the bulk price is to be made; but where sales are made for shipment in buyers used bags a charge for handling such used bags must be made by the mill. Where the mill is compelled to clean bags the charge is to be 5c per bbl. and where such bags are properly cleaned for packing by the buyer, the mill must make a charge of not less than 2c per bbl. All transportation costs for delivering bags, new or used, to the mill must be born by the mill's customer. Under no circumstances may mills lend bags.

Mills may not give to customers or prospective customers any substantial quantity of flour or semolina for any purpose whatever; either for experimental purposes or promotional work. Mail samples for testing in laboratories are of course permitted. Such a gift of flour would be considered a rebate to the buyer and tend to reduce the price.

The practice of allowing a discount of 1% for payment of arrival drafts or for remittance upon arrival is a special privilege which must be hedged by restrictions to prevent the abuse of such terms. A ruling has been issued permitting continuance of such a discount, but payment must be made within certain time limitations and evidence in the form of the railroad's "notice of arrival card" must be furnished to prove that payment has been made in accordance with the ruling.

In the past commission arrangements have sometimes been made with buying groups or officers of the buyers company or other organizations set up for the pur-

pose of reducing the price. Such arrangements, except in the case of bona fide brokers who have no interest financially or otherwise in the buying company, must be discontinued by the mills.

Mills are not permitted to contribute to cooperative advertising unless agreements for such payments are made direct with the publisher of such advertising material and payment made direct to the publishers. A mill may not pay its customer for any part of this type of advertising or may it subsidize a customer for any advertising which the buyer does in his own name.

Mills are prohibited from selling flour or semolina for delivery beyond 90 days, but in cases where delivery is deferred beyond the 90 day period, carrying charges at the rate of 1/2c per bbl. per day for each day beyond the contract expiration, must be assessed and collected by the mill. Nor are mills permitted to cancel or terminate contracts with buyers without collection of all accrued charges provided in the terms of the contract.

Guarantee against decline is specifically prohibited and mills may not make contracts in which such provisions are included, nor may they invoice shipments at any other price than that which appears in the original contract, except that they must include all charges arising from carrying charge or package differentials or other required assessments. Permission is granted, however, to apply another grade of flour or semolina against a contract at the proper grade difference in price on the date such a request for substitution is received. Mills, as a practical matter, would probably not be willing to substitute a grade made from an entirely different mixture of wheat than that from which the goods on the original contract would be made. Such an operation would seriously interfere with their hedging operations.

Mills may not make emergency deliveries from warehouses unless such a delivery can be applied on an existing contract or unless a new purchase is entered before shipment leaves the warehouse and at a specified price. In other words the lending of flour, as of bags, is prohibited. All consignments, of course, are contrary to the code.

For the most part mills are permitted to continue to do business as in the past and, as in the case of the macaroni code, prohibitions have been limited to practices which have for years been considered evils within the industry and very doubtful benefits to the buyers as well. Special privileges are rightfully

prohibited. Each buyer is entitled to receive as favorable consideration in the conduct of his business with the mill as his competitor and the code has been interpreted to establish that right.

Relations between the durum millers and the macaroni industry have been more cordial than in many industrial contacts. There is nothing in either the wheat flour code or the macaroni code which should prevent the continuance of such good relations. The spirit of acceptance by each industry of the provisions in the code of the other will do much to promote this good feeling and to assist both groups to get through the coming crop year, which will be a difficult one, with the best of harmony and understanding.

## Code Benefits Cannerns

If there is any macaroni-noodle manufacturer who has any doubt as to the ultimate effect of the macaroni code on the macaroni industry, when and if its provisions are honestly observed by those whom it seeks to aid his attention is called to the benefits that have accrued to other groups particularly to the can manufacturers, dealt with in a recent announcement. Evidence of how that industry has greatly increased employment, raised wages and achieved substantial recovery with the aid of a code of fair competition, is contained in the recent report of the code authority for the can manufacturers.

The industry consists of 93 firms, operating 175 factories. The board of governors enumerates some of the beneficial results:

- a—Formal assent to the code by 99% of the industry.
- b—99% of the first half-year budget collected.
- c—Increase of 8536 employees over July 1, 1933.
- d—Every individual employe in the industry is now receiving an average of 1.4% more per week in the pay envelope.
- e—Though the code permits a maximum of 20% of a firm's employes may receive the minimum pay of 32 1/2c per hour, only 4.7% of them are receiving that minimum.
- f—The average hourly rate of pay in July 1933 was 43c. Under the code the average hourly pay has been increased to 51.42c, an increase of 19%.

But by far the most interesting statement in the report is its concluding sentence:

"Although it has watched the industry with the utmost care, the code authority reports that it has received no complaints of code violations."

# Salesmen Sell Only Half Sold Prospects

By JOHN J. LUTGE

One of the leading salesmen of the country recently made the statement that salesmen sell only prospects who are already half sold. The statement is undoubtedly correct, and it is advertising which has created that condition.

Advertising gives the prospective buyer valuable information about products. It tells him what good qualities to look for and the bad ones it is to his interest to be on his guard against. It has made buyers as expert in buying as sellers always have been skilled in selling.

Along with this, advertising sells people on a particular make or brand of goods long before they are ready to buy. How often we hear people say: "When I buy it'll be such and such a make." Buyers have formed the habit of making their selections from the brands and lines they see advertised. They make up their minds as to which make they will buy long before they make up their minds to buy.

Surely with such a setup, it behooves one to be an advertiser as a matter of self defense. The prospects your salesmen or your distributors' salesmen call on are bound to be half sold prospects. But they needn't be prospects half sold on your competitors' offerings and not at all sold on yours. They can be prospects who are half sold on your line, by the simple procedure of advertising in this publication.

Having your salesmen meet half sold prospects is the modern efficient and economical way to sell goods. The advertising really costs nothing in the end because it reduces personal selling cost to such an extent that its own cost is wiped out.

So many business executives who make a good line, and one that is priced right and has the backing of good service, wonder why it is that it doesn't sell better and why their salesmen don't make a stronger sales showing on it. Isn't it possible that it is because the line isn't half sold through advertising—as it should be in this modern day of expert merchandising?

We say that a salesman gets to a prospect too late to sell him if he arrives after the prospect has already given his order to a competitor's salesman. But those are not the only times a salesman arrives too late. He arrives too late much more often where the prospect has made up his mind because of the advertising he has read. Think of the waste and the folly of having your salesmen repeatedly arrive too late because they continually meet prospects whose minds are made up to buy another make through competitors' advertising!

Salesmen today move from turndown to turndown or from sale to sale largely according to whether they have the support of advertising or are compelled to operate under the handicap of trying to sell without that aid. They meet prospects who have confidence in you and in what they offer or prospects who are not quite sure and have doubts, according to whether what they are selling is advertised. You give what you manufacture everything possible to build up prestige for it. Give it the one thing more it needs to win its place in your line—give it the aid and the benefit of publication publicity such as the advertising pages of this publication provide. Give your salesmen the help and yourself the profit of having them contact half sold prospects.

## LITTLE, BUT OH MY!

Because of the depression they are serving what is known as the miniature cocktail nowadays—one drink and in a miniature out.

## DEPRESSION IMPRESSIONS

"This depression," said a newspaper wag the other day, "was all right until the slump hit it."



# WINDOW CARTONS WELL DESIGNED, BRING NEW SALES OPPORTUNITIES



ROSSOTTI Window Cartons are ideal for macaroni products. They seldom fail to lend powerful aid towards increasing sales and profits. Expert designers, familiar with the requirements of successful macaroni packaging, will help you with your problems. Specialists on construction will give you valuable aid in adapting the right kind of window carton to your product.

Experienced organization... exclusive machinery for making window cartons... big volume... specialization on macaroni packaging... these and other advantages place ROSSOTTI in an enviable position to serve you quickly, efficiently, and at surprisingly low cost. Write today for suggestions, sketches, estimates on new private brand design... redesigning or modernizing your old one. Ask for samples and prices on big variety of attractive stock labels. Address Department M-13. No obligation. Branch Office: 612 N. Michigan Ave., Chicago.

**ROSSOTTI**  
LITHOGRAPHING COMPANY, INC.  
121 VARICK STREET, NEW YORK CITY  
PACKAGING HEADQUARTERS FOR THE MACARONI TRADE



## Macaroni Code Amended to Legalize Assessments and Expenditures

The code of fair competition for the macaroni industry has been amended by authority of Administrator Hugh S. Johnson as requested by the members of the industry in convention last June to give the Macaroni Code Authority full authority to fairly assess members of the industry for the equitable enforcement of the code.

The Macaroni Code was approved by General Johnson on Jan. 29, 1934, and recorded as Code No. 234. The amendment was approved on July 17, 1934 and immediately became a part and parcel of the original code. In announcing his approval, Administrator Johnson, after the amendment had been recommended by Armin W. Riley, division administrator, said:

"The amendment to said code and the code as amended are well designed to promote the policies of Title I of the National Industrial Recovery Act including removal of obstructions to the free flow of interstate and foreign commerce which tend to diminish the amount thereof, and will provide for the general welfare by promoting the general organization of the industry for the purpose of cooperative action of labor and management under adequate

governmental sanction and supervision, by eliminating unfair competitive practices, by promoting the fullest possible utilization of the present productive capacity of industries, by avoiding undue restriction of production (except as may be temporarily required), by increasing purchasing power, by reducing and relieving unemployment, by improving standards of labor and by otherwise rehabilitating industry."

The amendment is known officially as Amendment No. 1 of the approved Code No. 234. It reads as follows:

Amendment to Code of Fair Competition for the Macaroni Industry. "Delete Section 5 of Article VI and insert in lieu thereof the following:

1. It being found necessary in order to support the administration of this code and to maintain the standards of fair competition established hereunder and to effectuate the policy of the Act, the Code Authority is authorized:

(a) To incur such reasonable obligations as are necessary and proper for the foregoing purposes, and to meet such obligations out of the funds which may be raised as hereinafter provided and which shall be held in trust for the purposes of the code;

(b) To submit to the Administrator for his approval, subject to such notice and opportunity to be heard as he may deem necessary: (1) an itemized budget of its

estimated expenses for the foregoing purposes, and (2) an equitable basis upon which the funds necessary to support such budget shall be contributed by members of the industry;

(c) After such budget and basis of contribution have been approved by the administrator, to determine and obtain equitable contribution as above set forth by all members of the industry and to that end, if necessary, to institute legal proceedings therefor in its own name.

2. Each member of the industry shall pay his or its equitable contribution to the expenses of the maintenance of the Code Authority, determined as hereinabove provided, and subject to rules and regulations pertaining thereto issued by the Administrator. Only members of the industry complying with the code and contributing to the expenses of its administration as hereinabove provided, unless duly exempted from making such contribution, shall be entitled to partake in the selection of the members of the Code Authority or to receive the benefits of any of its voluntary activities or to make use of any emblem or insignia of the National Recovery Administration.

3. The Code Authority shall neither incur nor pay any obligation in excess of the amount thereof as estimated in its approved budget, except upon approval of the Administrator; and no subsequent budget shall contain any deficiency item for expenditures in excess of prior budget estimates except those which the Administrator shall have so approved.

## Johnson Rules on Premiums

The misuse of premiums has been most harmful to all trades and in certain sections of the country macaroni manufacturers have complained bitterly of the unfair tactics on the part of some premium users. National Recovery Administrator Hugh S. Johnson recently announced that codes cannot ban the use of premiums since premiums may lend a desirable flexibility to rigid prices, but they must never be used to deceive and their cost always fairly reflected in the prices quoted.

In his announcement that codes cannot contain general prohibitions against the use of premiums and promising relief to industries whose codes contain such a prohibition, the NRA administrator stated:

"In view of the fact that premiums at times lend a desirable flexibility to rigid prices, it appears that there should not be a general prohibition against their use. On the other hand certain uses of premiums may lead to increased cost of selling, deception of buyers and other abuses which justify a careful regulation of their employment.

"In a code provision prohibiting selling below cost all premiums should be included in the computation of costs. Sim-

ilarly in an open price provision it should be required that all terms and conditions of sale, including premiums, must be filed.

"Premiums must not be used in the following ways:

1. When commercial bribery in any form is involved as a result.

2. When they constitute a lottery. The term "lottery" shall be construed to include any plan or arrangement whereby the premiums offered differ substantially in value from customer to customer in the same class, except as a result of differences in quantities purchased.

3. When the terms "free," "gift" or "gratuity" are used to deceive.

4. When given to certain customers and not offered to all customers in the same area.

"The policy just announced will be applicable to all codes hereafter approved and which will govern modification of inconsistent provisions in codes already approved, if such modification is sought by the affected industry or is deemed necessary to correct hardships or abuses."

In her school essay on "Parents," a little girl wrote: "We get our parents at so late an age that it is impossible to change their habits."

## General Mills Elects Davis

Donald D. Davis, vice president and managing director of General Mills, Inc., Minneapolis, Minn. on Aug. 14 was advanced to the presidency succeeding James Ford Bell, who continues chairman of the board of directors. Gordon C. Ballhorn was elected comptroller and Leslie N. Perrin of Chicago, president of the Star Grain Co. was elected to the board.

Mr. Davis has been connected with the organization since 1922 when he was elected secretary-treasurer of Washburn Crosby Co. before General Mills was formed. In 1928 he became vice president and treasurer and a year ago managing director. Before 1928 he had a part in consolidating the 22 mills which became General Mills, Inc.

Mr. Bell was made vice president of Washburn Crosby Co. in 1915 and later became president and then president of the larger organization. He has been chairman of the board also. He is son of the late James S. Bell, long a leading figure with Washburn Crosby Co.

## ALL THE SAME

The wife who drives from the back seat isn't any worse than the husband who cooks from the dining room table.

## Secrets of Successful Trade Marking

### Trade Marking the Window Package

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

For a considerable proportion of the marketers of macaroni, noodles, etc. there is just now intimate and immediate summons to solve, each in his own way, the problem of trademarking the open-face or show window package. All users of outlook and cutaway packages have on their doorsteps the obligation to insure proper position for the brand on the newly popularized type of package. All the remainder of the macaroni marketers are interested or involved indirectly. Because while they may stick to the time-tried species of windowless containers they have always used, yet must they meet the competition of rivals who not only cry their wares but exhibit them.

In a small way the peephole package has been with us for long and many a day. It waited, however, upon the invention and development of the present generation of transparent papers to bring in train the evolution and widespread adoption of the modern window package. Incidentally windows grew larger. And more numerous—some cartons boasting more than one opening. Finally came the flowering of the "back label" to increase the advertising rewards of the mortised package. And last of all the introduction of colored window material, thereby giving not only a blush but a brilliancy and sparkle to package contents seen through the tinted panel.

Strictly speaking, the term "window package" as conventionally employed has reference to a cardboard box or carton (preferably rectangular in form) in one side of which is an opening through which a shopper may observe at close range a cross section of the contents. Latterly, however, in any reckoning with display technique in this general quarter it seems necessary to take into account the "display bag" so-called, which is constructed of cellophane or some other material of high visibility and which in effect resolves itself into a 3-dimension window or showcase. Added to these 2 versions we now have a modification of the institution in the guise of the window top can. This last entrant brings its own problems of display because the "window" (of glass, not of transparent paper) occupies the top of the can instead of the side of the package. Furthermore industry has for the first time passed the experimental stage with a heatproof window set into a metal receptacle.

Our particular concern in this scene of package revolution is with the responsibility of trademarking the win-

dow package in its several editions. That the problem demands attention will be clear to anyone who pauses to consider how the "see through" technique of packaging has complicated the chore of brand display. On the one hand the very reduction of wall space, to accommodate a window or windows lessens the package area that would otherwise be at the disposal of text, including trade name or brand. On the other hand the very vividness and novelty of the contents shown in the package window may well tend to overshadow the surrounding typography. The latter being further complicated by denial through force of circumstances of the broad background of mass color which is most impressive when spread over the entire facade of a package.

Doubly lucky is the brander who needs only to find accommodation on the window package for a trade mark that is short or compact. When space is at a premium the terse trade mark is a blessing. In contrast there is the worry of the exhibitionist of an intricate trade mark, requiring perspective for its detail. For the composite trade mark the cramped quarters of a window package may prove the traditional last straw which will drive the brander to consider the simplification of his mark by laying emphasis upon the dominating feature or features, subordinating the incidental elements if this can be done without jeopardizing the safety of the mark as against possible infringers.

Cutting a window or windows in a retail unit, whatever the size, is liable to jolt the formula of the well advised brand exploiter who has made it a packaging rule to display his trade mark on every "exposure"—that is to say on the 4 sides and on top and bottom. Unless a window occupies the overall dimension of a package face, it is presumably possible to yet find a foothold for the trade mark. Even so it may fall out that the trade mark will have to be reduced in size on the window side, as compared with the representations on the solid walls. That means that the all important key to product-identity and producer-identity has to sacrifice its attention arresting quality on the front where it is most important that every ounce of eye appeal be exerted.

The problem just mentioned and other angles of the situation seem to require a major decision by every user

of window packages at the very outset of his campaign. The leading question which makes a crossroads of policy is this: Shall the trade mark be displayed on the window or must the pane be kept clear for the sake of 100% visibility? It's a controversial question that just naturally falls into trade mark terms. Because, what with the limitations of space and the importance of the subject matter, it may be taken for granted that if any inscription is to be painted on the window or displayed on a window card inside the window, the trade mark is entitled to that picked position.

Thanks to the recent march of progress physical obstacles to "transfers," etc. on package windows have been cleared away. Perfection of special presses and invention of special inks have made it possible to print effectively in color on the various specialty papers used for windows. And at no prohibitive cost. But there remains the question of whether or not it is safe to block or veil the window. The users of all-window bags have to do it, or depend for identification upon tags. But for the carton user here is a poser.

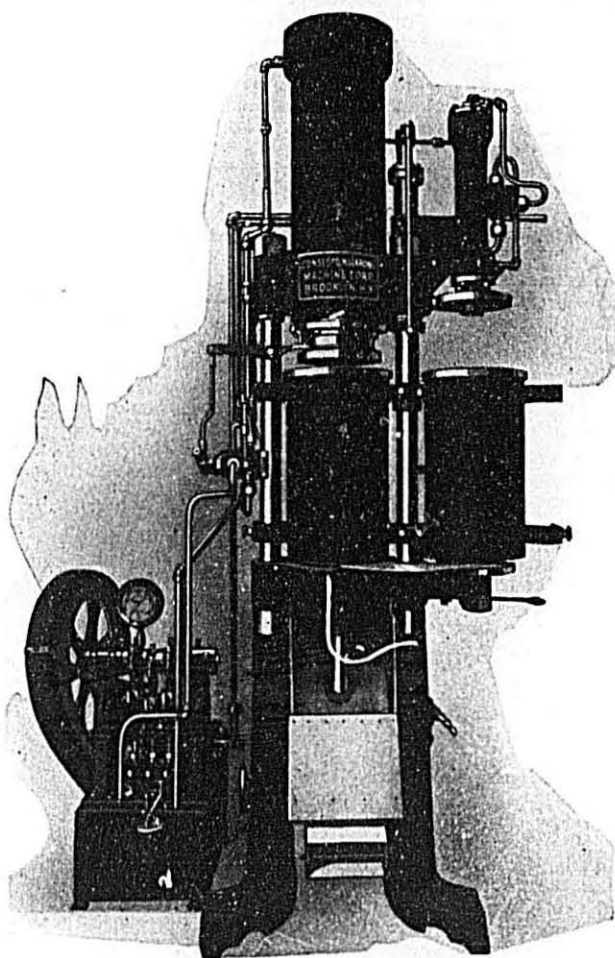
If a colored window is used in a package the introduction of this color screen or background may present difficulties for the sales-mark if the package-mark is itself expressed in color. For example, if the trade mark is traditionally and habitually in a certain color and is mounted on or behind a "window" or another color the 2 colors may "fight" to an extent that will sap the pulling power of the package. Some marketing experts believe in always keeping the trade mark horse before the cart. Hence they argue that color should be permitted in a package window or panel only when it keeps step with the established trade mark color. That means picking window material of a hue either to match or to emphasize by harmonious contrast the basic branding color.

There is sound foundation for the claim that the average retailer will favor window cartons for display positions both in the store and in the show window. This of itself puts an obligation upon the trade mark element—an obligation for high visibility. In the case of shelf displays and to some extent in counter, in show window, and even in "island" layouts, the window package may be viewed from a considerable distance. Consequently it is desirable that the trade mark or trade

## Consolidated Macaroni Machine Corporation

*Designers and Builders  
of*

### *High Grade Macaroni Machinery*



The Streamline Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS  
KNEADERS  
PRESSES**

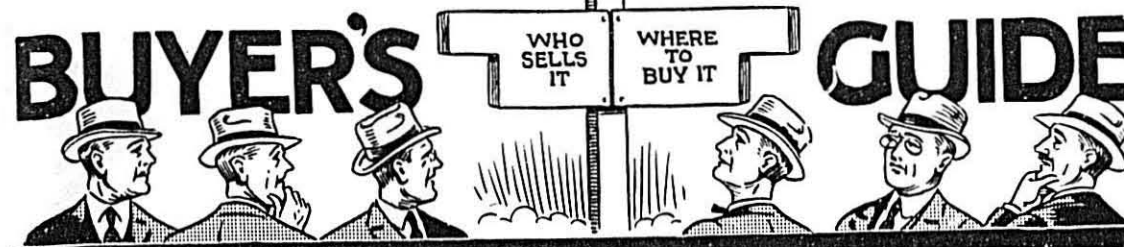
**DIE CLEANERS  
DRYING MACHINES  
MACARONI CUTTERS**

*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



*Responsible Advertisers of Equipment, Machinery, Materials and Services  
Recommended by the Publishers*

(For addresses see advertisements in this issue)

#### EQUIPMENT AND MACHINERY

##### Dies

John J. Cavagnaro  
Frank Lombardi  
F. Maldari & Bros. Inc.  
The Star Macaroni Dies Mfg. Co.

##### Die Cleaners

John J. Cavagnaro  
Consolidated Macaroni Machinery Corp.  
The Charles F. Elmes Engineering Works

##### Driers

Barozzi Drying Machine Co., Inc.  
Clermont Machine Co.  
Consolidated Macaroni Machinery Corp.  
The Charles F. Elmes Engineering Works

##### Flour Blenders

Champion Machinery Co.

##### Kneaders

John J. Cavagnaro  
Consolidated Macaroni Machinery Corp.  
The Charles F. Elmes Engineering Works

#### Mixers

John J. Cavagnaro  
Consolidated Macaroni Machinery Corp.  
The Charles F. Elmes Engineering Works  
Champion Machinery Co.

#### Noodle Cutters and Folders

John J. Cavagnaro  
Clermont Machine Co.  
The Charles F. Elmes Engineering Works  
Consolidated Macaroni Machinery Corp.

#### Noodle Dough Brakes

John J. Cavagnaro  
Champion Machinery Co.  
Clermont Machine Co.  
The Charles F. Elmes Engineering Works  
Consolidated Macaroni Machinery Corp.

#### Packing Machinery

Peters Machinery Co.

#### Presses

John J. Cavagnaro  
Consolidated Macaroni Machinery Corp.  
The Charles F. Elmes Engineering Works

#### Pumps

John J. Cavagnaro  
Consolidated Macaroni Machinery Corp.  
The Charles F. Elmes Engineering Works

#### Sifters and Weighers

Champion Machinery Co.

#### MATERIALS

Bags—Display  
Continental Paper & Bag Corp.

Cartons  
National Carton Co.  
Rossotti Lithographing Co.

Eggs  
Seymour Packing Co.  
Tranin Egg Products Co.

Flour  
Baur Flour Mills Co.

Labels  
Rossotti Lithographing Co.

Semolina  
Amber Milling Co.  
Capital Flour Mills  
Commander Milling Co.  
Crookston Milling Co.  
Duluth-Superior Milling Co.  
General Mills  
King Midas Mill Co.  
Minneapolis Milling Co.  
Pillsbury Flour Mills Co.  
Washburn Crosby Co.

Wrappers  
Rossotti Lithographing Co.

SERVICES  
Patents and Trade Marks  
The Macaroni Journal

name shall be reproduced on a scale that will allow recognition at a distance, say across the store or the width of the sidewalk. Adding force to the urge for magnified display is the circumstance that, in the case of some window cartons, the trade mark or brand name is virtually all the copy for which there is room in the small margin of space around the window.

When the intention is to merchandise a window package via display containers, holding 3, 6 or 12 units, especial foresight is necessary in locating the trade mark on the window side of the individual package. Because the tendency, in staggered or setback display and even in tilting easel setups, is to expose less than the full face of the package. For example, what with the necessary arrangements for holding tiers of packages on their terraces there is every probability that the holding devices will obscure the lower part of each package. If that fate is liable to be in store the forehanded trademarker may be moved to post his mark on or above the window.

#### **Adopts Price Posting Procedure**

As the result of a thorough study of the best plan for the handling of open prices by a special committee at the June convention, the Macaroni Code Authority has approved a plan in which the fullest cooperation of manufacturers and trade buyers is asked to expedite the handling of this feature that has become a very important activity in the code headquarters.

Chairman G. G. Hoskins reminds all interested parties to be patient until the plan gets into proper working order, because with the manufacturers' help the service will be better, quicker and involve much less detailed effort in every division. To effect this improvement in the new method of handling and distributing open price information, the following procedure is suggested:

(a) Each member of the industry must file at least 14 copies of his price list. The first copy is for the code authority files. One will be returned to the mem-

ber with the code authority's stamp and one copy, similarly stamped, will be sent to each regional office. The regional offices will have these price lists on file only for quick information to members in each region; however, for copies of latest price lists members should write or wire direct to the code authority office.

(b) In addition, each member shall furnish the code authority with as many other copies as are necessary to answer requests, this number to be made known to the member from time to time by the code authority office.

(c) Each member who wishes to obtain copies of competitors' price lists must furnish the code authority office with a list of such competitors. Please do this at once so that proper notifications may be sent out promptly. Give this list careful thought. Remember that your regional office will have copies of all price lists to which you can quickly refer, and be reasonable when you make up your list.

Too much of facing facts is with the idea of accepting defeat.

# THE ENERGY FOOD

By J. F. GEISLER, ScD.  
Director Research Laboratories, Food  
Investigation Service

Probably no food on the American menu today can be used more satisfactorily as a means to cut down excessive food bills and at the same time give a substantial, health building dish, than macaroni, including egg noodles and spaghetti.

Too often people jeopardize their health by omitting from their diet foods which are rich in nutritious value. Research has unearthed an interesting fact about macaroni, spaghetti and egg noodles. And yet I doubt whether they are eaten today as much as they should be.

These edible durum wheat preparations are of great value, not only in themselves but also because they provide a splendid base for other nutritious foods. Tomatoes, for example, are served tastily with macaroni, and the value of tomatoes is better known today than ever. The vitamin content is exceedingly high and when served with other foods of high nutritive value form a most healthful combination.

## Muscle-Building Food

The high food value of cheese is well known. Macaroni served with cheese is

undoubtedly a highly satisfactory method of introducing a protein food into the system. Macaroni, compared with potatoes, is very interesting. Macaroni contains about twice as much muscle-building food (protein) as potatoes, 9 times as much as fat, between 5 and 6 times as much carbohydrates, or heat producing food and more than 4 times as much food value as potatoes for the same weight.

It has been only in recent years that we have recognized the immense value of mineral matter in the human system. The entire body depends upon minerals to keep it in proper condition. The heart, lungs, liver and all other organs immediately suffer when mineral matter is not introduced into the system in sufficient amount. Naturally we look mainly to vegetables and dairy products for minerals, but there is also something to be said in regard to other foods.

Macaroni too, has its value as a mineral food. To compare macaroni with potatoes again will give an idea as to its mineral content. It contains one and one half times as much calcium, a little more magnesium and more than twice as much of the important element phos-



phorus. It also embodies nearly twice as much chlorine, almost 6 times as much sulphur and about the same amount of iron.

## Offer Delightful Change

Macaroni and its associate foods spaghetti and egg noodles should have a definite place on the household menu. They make a delightful change from the customary potatoes, and can be considered a health maintaining food.

As with all foods that are sold either in bulk or in packages purchasers must be very careful in order to insure getting a clean, wholesome product. They should have no patience with lower, inferior grades which have little or no food value. Such products are a poor substitute for the real article and are not worth the small difference in price which they sometimes flaunt as a selling appeal. Buy what you know is good. Buy because it is a wholesome, standard, health aiding product, not because it is a few cents cheaper than a competitive brand.

tained from good macaroni, spaghetti and egg noodles.

8 If there is a shortage of durum this year, where will a macaroni manufacturer get his raw materials for products produced prior to the 1935 crop? For some time there has been a surplus of good durum and the carryover from the 1933 crop will be made good use during 1934-1935. Canada has a fairly good durum crop this year and with home consumption very low, U. S. macaroni men and durum wheat millers may look to that country for raw materials. It is doubtful if any good durum can be imported from Russia where crop conditions are unknown, nor from Northern Africa where Europe has first call on the better grades.

9 What reason or reasons would you advance for the unprofitable situation in which the American macaroni industry now finds itself? Competition, fair and unethical, both have been blamed. Never has there been waged so bitter a fight for existing business. Half that energy used in promoting greater use of these products in homes where they are seldom if ever used, would immediately relieve a situation that is threatening ruin. The use of low grade raw materials in this competitive fight has done more than anything else to discourage consumption of what the people generally recognize as a good, substantial and economical food.

## A Crop and Market Query

1 What is the latest government estimate on the probable 1934 durum wheat crop? Approximately 6,500,000 bus.

2 Will the crop be of a grade to provide the proper grain for making No. 1 semolina? Until the wheat is harvested and tested, there is no way of determining approximately what per cent of the 1934 durum wheat crop will be suitable for making high grade semolina for top grade macaroni, but the percentage should not vary greatly from that of ordinary years. If it does, it will be lower.

3 What price changes have taken place in semolinas? Just before the advent of the new administration, No. 1 semolina in jute sacks was quoted at from \$4.50 to \$4.60 a bbl. In July 1933 principally because of the processing tax applied to all grains, the price had risen to more than double the spring price; from \$9.35 to \$9.50 a bbl. This July, the price on high grade semolina ranges from \$10.35 to \$11.05.

4 How does the quantity of this year's crop (estimated) compare with actual production figures in other years? In 1933 the durum wheat crop was exceptionally low, being between 18,000,000 and 20,000,000 bus., including all the

grades suitable for macaroni making. The normal average since the war is approximately 40,000,000 bus. This year's crop will be about one seventh of the normal average.

5 What is the average selling price of macaroni products? Manufacturers are quoting anywhere from \$1.15 to \$1.40 a box of 20 lbs. for goods that should properly sell at from \$1.65 to \$1.75 on the present market, indicating that many are not getting replacement costs of raw materials in their price quotations.

6 Are prospective consumers fairly well loaded with good macaroni? Though buyers bought heavily last year in anticipation of increased prices on account of the processing tax and natural increases under the code, there is reason to believe that stocks on hand are quite low but that uncertainty as to price trends has made buyers wary.

7 On the basis of current prices for No. 1 semolina what would be a reasonable price on a 20-lb. box of macaroni, considering both manufacturer and consumer? With semolina over the \$10 mark, a wholesale price of from \$1.85 to \$1.90 a box would be reasonable. In no other product can the consumer get so much for a food dollar as can be ob-

August 15, 1934

THE MACARONI JOURNAL

19

The  
Golden  
Touch

# King Midas Semolina

## A Uniform Dependable Semolina

FOR the discriminating Macaroni Manufacturer who wants, insists upon, and who will not take a substitute for the best in a strong evenly granulated, rich amber colored and cleanly milled Semolina.

King Midas Semolina is made with only one thought in mind---to meet the exacting demands of quality Macaroni Manufacturers.

**KING MIDAS MILL CO.**  
Minneapolis, Minn.



## Notes of the Industry

### Loses Salary Suit

Nicolino Clemente, part owner and San Francisco sales representative of the Fresno Macaroni company, Fresno, Cal. lost his suit for \$4,200 against the firm recently when Superior Judge Daniel C. Deasy decided in favor of the company. Included among the defendants in the suit were also an affiliate, the West Coast Macaroni Mfg. company of Oakland; Alfonso Borrelli of Fresno and Dominico Merlino of Oakland, officials of the two companies. The plaintiff claimed the amount was due him for unpaid salary and commissions.

Clemente had previously been awarded judgment in 2 other suits totaling \$23,700 covering unpaid claims for back salary and money alleged to have been advanced for stock in the firms. Appeals have been taken from the 2 previous decisions and Clemente's attorney is planning to ask for a new trial in connection with his last suit.

### Price Cutter Arrested

Suspected when found trying to sell the Italian colony of Lincoln Place, near Pittsburgh, Pa. some of the beloved spaghetti or parmesan at a ridiculously low price, Dominico Papadia was arrested by the police on protest by those who scented unfair business practices. He was offering some real ripe parmesan at 25c a pound that ordinarily retails at from 85c to \$1 a pound. In his machine were found 7 large parmesan cheeses of the accepted ripeness for grating and sprinkling on savory spaghetti.

### Creole Macaroni Sauce

"Creole" dishes of all kinds have become prime favorites among southerners and have been relished with equal pleasure by visitors from the north. While macaroni and spaghetti are consumed in large quantities in the south, they cannot be considered southern dishes as ordinarily served. But when concocted with the delicious "creole" sauce recommended by Edith Macon, Woman's Page editor of the *New York Herald Tribune*, member of the Home Economic Staff, this food takes on a southern taste that is most pleasing. Her recipe for macaroni creole follows:

½ cup butter  
1 onion, chopped  
1 green pepper  
½ cup all-purpose flour  
1½ cups milk  
½ cups tomatoes  
½ cups American cheese, grated.

To make sauce, melt butter in top of double boiler. Add onion and green pepper and saute slowly for 10 minutes. Blend in the flour and then slowly add part of the milk, stirring constantly, until

a smooth paste is formed. Add remainder of milk and tomatoes, stir until thickened. Add 1 cup of the cheese.

Cook contents of a package or 8 oz. of macaroni in boiling salted water from 10 to 12 minutes. Drain and add the creole sauce. Pour macaroni mixture into a large greased baking dish and sprinkle with rest of cheese. Place in a moderate oven (350° F.) until cheese is melted and slightly browned. This makes 10 servings.

### Employees Insured

The Chicago Macaroni company, of Chicago, Ill. has acquired a group life insurance policy involving \$111,000 from the Prudential Insurance company of America, for protection of 107 employees, granting coverage in amounts ranging from \$1,000 to \$3,000 to each worker, according to rank. The policy is of the contributory type, the employees themselves paying a part of the premium and the remainder of the expense being assumed by the Chicago Macaroni company.

### Will Handle Spaghetti Ads

The Campbell Soup company, Camden, N. J. announces appointment of Ruthrauff & Ryan, Inc., New York as advertising agents for Franco-American Spaghetti, effective June 8. Advertising of Campbell's soup, beans and tomato juice will continue to be placed by F. Willis Armstrong company, Philadelphia, which has been handling this advertising since 1909.

### Kings Noodles

Officials of the state of New York recorded the incorporation of Kings Noodles company by its proprietor Harry Shiftman, 539 Belmont av., Brooklyn. Particulars of the capital structure of the new firm were not given in the official announcement.

### Dynamite Stick Is Warning

When Vito Motta, macaroni manufacturer of 6518 Eleventh av., Brooklyn, wrapped up a package of macaroni for a customer yesterday, the customer asked him if he could leave it with another package in the store for half an hour. Motta agreed. The customer failed to return. Motta became suspicious and called the police, and when they arrived they found that one of the packages contained a stick of dynamite.

While the detectives were at the store the telephone rang and a voice asked Motta if he had received a package. The

detective answered yes, whereupon the man's voice at the other end of the phone said that next time Motta's place would be blown up. The dynamite had no mechanism attached to it and the police believe it was left as a warning. Efforts to trace the call failed. Motta said he had no enemies and had never been involved in any labor trouble.

### \$200 "Eggless Noodle" Fine

Two manufacturers of so-called "Chinese Noodles" are now wishing that they had invested their money in eggs rather than in egg coloring. They would be at least \$200 ahead in cash and many times better off in reputation.

It proved costly for Mrs. Quong Choy and Leong Sung, who operate the Republic Noodle Factory of 1117 Stockton st., San Francisco, Cal. not to put eggs in their noodles and to use coloring matter to make it appear they did. They shipped some of the noodles to a restaurant at Portland, Ore. but en route these were seized by the Federal pure food and drugs bureau.

The two pleaded guilty before Federal Judge A. F. St. Sure and were fined \$100 each for adulterating and misbranding their artificially colored egg noodles.

### Nunzio Russo Recovers

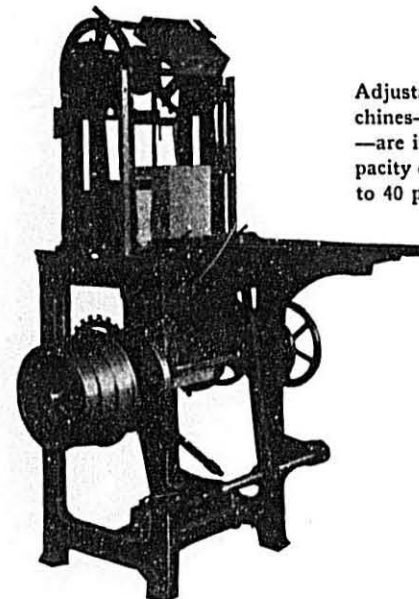
Friends of Nunzio Russo, president of A. Russo & Company, 466 W. Chicago av., Chicago will be pleased to learn he has fully recovered from the effects of several bullets fired into his body by a would-be assassin early in June and that he is now back on the job, superintending manufacture and sale of his well known products. His brother Charles Russo who assumed full charge of the plant during the injured man's absence has for years been associated with him in the macaroni making and general wholesale business.

Mr. Russo desires to thank his fellow manufacturers for their expressions of sympathy, especially for the good wishes expressed in the resolution passed by the industry's convention in June—a meeting which he had planned to attend until struck down in a cowardly manner by an unknown foe.

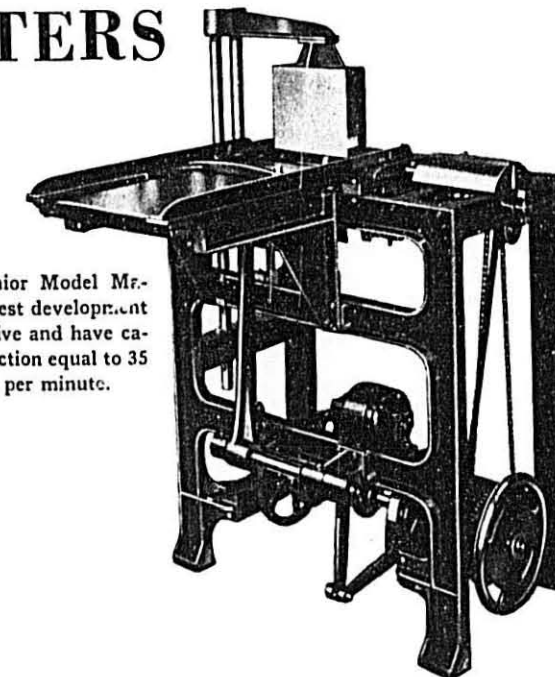
### Incorporate Old Concern

The Golden Gate Macaroni company that has for years operated a plant at 2930 Octavia st., San Francisco, Cal. has been incorporated under the laws of that state. The capital stock of the company consists of 150 shares of \$100 par value each. The directors of the corporation

## ECONOMICAL AND RELIABLE PETERS



Our Standard Model Machines can now be made entirely automatic



Adjustable Junior Model Machines—our latest development—are inexpensive and have capacity of production equal to 35 to 40 packages per minute.

WHEREVER macaroni and macaroni products are produced in quantity, the speed, dependability and economy of Peters Machines have been demonstrated. This world-wide acceptance of Peters efficiency shows that no matter what local conditions prevail, these machines do their part profitably.

The two machines shown on this page are only a part of the packaging equipment for the cartoning of macaroni products.

With either the Peters Standard Forming and Lining Machine or the Junior Forming and Lining Machine, we can supply a Standard Folding and Closing Machine or a Junior Folding and Closing Machine.

Write for catalogue and prices. A Peters engineer is at your service.



**Peters Machinery Co.**  
4700 Ravenswood Ave. Chicago, Illinois



are George Obujen, Antonio Briasco, Antonio Solari and Luigi Giambruni.

#### Macaroni Stolen

Forcing open the front door of the macaroni factory at 75 Hartford st., Rochester, N. Y. several weeks ago, wholesale thieves loaded a half ton of macaroni products into their truck and made a clean getaway. Angela Marino immediately reported his loss to the police, who have been investigating the case without any clue to the perpetrators of the wholesale robbery.

#### Macaroni Maker Weds

Julius DeDonato, assistant manager of the Fresno Macaroni Manufacturing company, Fresno, Cal. was married in a quiet church wedding in Fresno last month. The bride was Miss Elvira Germino of Los Banos. Following the wedding ceremony a reception was given the newlyweds by Mr. and Mrs. Alfonso Borrelli, the latter a sister of the bride and the former manager of the macaroni factory of which the bridegroom is the assistant manager. Mr. and Mrs. Julius DeDonato are now at home to their friends at 1621 Glenn av., Fresno.

#### Ruttinos Grateful

The family of A. Ruttino, president of the Italian Mercantile & Mfg. company of St. Louis, who figured in a serious accident en route to the macaroni convention in Chicago last month are fully recovered and most grateful for the concern in their welfare manifested by their fellow manufacturers in convention. In a letter to Secretary M. J. Donna, Mr. Ruttino said:

Received your cordial wire and I am at a loss of just how to thank you and the macaroni men for their sympathetic attitude. My wife and eldest daughter who were the more seriously injured in the automobile accident near Pontiac, Ill. are out of danger and doing fine. Two other daughters who were in the car were but slightly injured and I am getting over the shock. The whole family joins in thanking the National Macaroni Manufacturers association and the interested manufacturers.

#### New Louisiana Firm

A. T. Guarisco, president of the newly established macaroni plant in Morgan City, La. announces that the factory is now in full operation. It is doing business as the Southern Macaroni Co., Inc. and specializes in bulk goods for the southern trade. It is also developing a full line of package goods under brand names yet to be selected.

#### Leases New Plant

The Vivison Macaroni company, 2341 Orleans st., Detroit, Mich. has leased for 10 years the 2-story factory building at 4726 Hastings st., near Forest av. and is having it remodeled into one of the most modern plants in Michigan. It will be equipped with some of the newest, most modern macaroni making machinery, and approved drying rooms at a

cost estimated at from \$35,000 to \$40,000.

#### Globe Grain Busy

The plant of the Globe Grain and Milling company at Culver City, Cal. has not only found it necessary to add a number of employes to take care of orders received during the ordinary dull summer months, but has greatly increased its payroll over that of usual summer months. It is also encouraging to note, comment press reports, that the sales improvement is practically all on the 100% semolina products in which the firm specializes.

#### An Ideal Plant

The macaroni-noodle manufacturers are not alone in their worry as to what constitutes a "small" and a "large" plant. This question has been brought to the front by the attitude of the code authorities who aim to give the "small" producer the chance guaranteed by official announcements from Washington. It is a cause of worry in practically every industry. Lately the opinion is gaining strength that perhaps business is over-stressing the importance of the discussion, for after all it is not the size but the kind of a plant that should be the measure of its standing.

Col. Benjamin A. Franklin, former president of Associated Industries of Massachusetts, in "Industry" makes a timely statement on the subject matter which is offered as food for thought for those macaroni manufacturers who are still concerned over the "small" and "large" plant problem.

There has been much discussion under the National Recovery Act of the large plant and the small plant, of their relative relations under codes, and of their relative value in the progress of industry.

What is an ideal plant, large or small? How's this?

A plant rendering a sound service to the public in its product.

A plant which develops research to keep its product up-to-date and render the maximum service.

A plant which considers its customer's interests as its own.

A plant offering steady employment to the necessary group of workers.

A plant considering, planning, and effectuating such personal methods for its workers as will make for their safety, security, and happiness.

A plant which keeps its equipment up-to-date.

A plant which a bank is glad to lend money to, because it borrows only for up-to-date equipment or for discounting a portion of its bills.

A plant which develops a loyal hard working organization, efficient to the interests and reputation of the company.

A plant which develops modern management methods.

A plant which pays its stockholders steady dividends.

A plant which is cooperative with its trade associations and competition.

A plant which expands only when that expansion is necessary to the public, in greater demand, or in new products.

A plant of which the community is proud because it is sound, steady and fair.

There are many such plants. They are the bulwark of their communities and of industry. Such a plant is not attacked by greed.

Will national economic planning bring more?

### 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 July 1934 the following were reported by the U. S. Patent Office. Patents granted—none.

#### TRADE MARKS REGISTERED

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

##### Clinic

The trade mark Hattie I. Dort, doing business as Clinic Noodle company, Rocky River, Ohio was registered for use on noodles. Application was filed March 14, 1934, published by the Patent Office April 24, 1934 and in the May 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since July 1933. The trade name is in heavy type.

##### Mayfair Club

The trade mark of Salvatore Viviano, doing business as S. Viviano Macaroni Mfg. Co., Carnegie, Pa. was registered for use on spaghetti. Application was filed Sept. 19, 1933, published by the Patent Office May 8, 1934 and in the July 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since Sept. 15, 1932. The trade name is written in black type.

#### TRADE MARKS APPLIED FOR

Six applications for registrations of macaroni trade marks were made in July 1934 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

##### Colonial

The private brand trade mark of David Pender Grocery Co., Norfolk, Va. for use on macaroni, spaghetti and noodles. Application was filed May 1, 1934 and published July 10, 1934. Owner claims use since March 1933. The trade mark is a hand on the left half of which appears the trade name in white lettering, the center of which is a dish of steaming macaroni.

##### Venice Maid

The private brand trade mark of Venice Maid Company, Inc., Vineland, N. J. for use on canned spaghetti. Application was filed May 17, 1934 and published July 10, 1934. Owner claims use since May 8, 1934. The trade name is in large black type.

##### Kempinski

The private brand trade mark of M. Kempinski & Co., Berlin, Germany assignor to M. Kempinski & Co., Inc., New York, N. Y. for use on macaroni, spaghetti, noodles and other groceries. Application was filed March 13, 1933 and published July 17, 1934. Owner claims use since 1928. The trade mark consists of a picture; around the outside written in a circle appears the firm's name.

##### Ken-Mac

The trade mark of Kentucky Macaroni Co., Louisville, Ky. for use on macaroni products. Application was filed May 19, 1934 and published July 17, 1934. Owner claims use since May, 1929. The trade name is in heavy type.

##### Golden Crest

The trade mark of G. D'Amico Macaroni Co., Inc., Steger, Ill. for use on alimentary paste products. Application was filed March 15, 1934 and published July 24, 1934. Owner claims use since February 1934. The trade name is written in black lettering.

##### Golden Age

The trade mark of the Golden Age Corp., New York, N. Y. for use on noodles. Application was filed March 17, 1934 and published July 31, 1934. Owner claims use since Jan. 1, 1934. The mark is a rectangular box near the bottom of which is a window in the form of an egg.

## Warning by Consumers Council

Consumers Advised to Watch for Improper Labeling and Misbranded Products as Aid to Effectuation of Code Policies.

Over radio station WNAC and WEAN Mrs. Edward M. Cox of the Consumers Council of Massachusetts, assistant to the NRA state compliance director, issued the last week in July, a general warning to consumers to beware of inferior macaroni which had been shipped into the state for sale at prices below those asked for products manufactured in keeping with the provisions of the Macaroni Code. The warning was given wide publicity by the Massachusetts press and particularly by the *Italian News* of Boston, whose readers constitute the heaviest consumers of macaroni products. The warning reads:

"As you probably know, the macaroni industry has been operating under a code and those manufacturers in good standing are displaying a code Eagle which bears a registration number identifying the individual manufacturer. There are many provisions in this code which aim to protect the consuming public. In it has been set forth standards of the highest quality.

"It may be of interest to the consuming public to know that during the past several weeks, thousands of cases of macaroni and spaghetti of inferior quality of material have been shipped into this district. Some of this macaroni has been seized by the state compliance director. Of course some of this inferior product has found its way into numberless groceries and ultimately to the consumer at the same price paid for high grade macaroni. Such a situation is harmful to the consumer as well as to those manufacturers who are honestly endeavoring to live up to the requirements of their code.

"You can readily understand that those manufacturers who are observing the code are of necessity paying higher wages and that in order to conform with the highest standard of quality requirements, have necessarily had an increase in their cost of production which means a slight increase in the price of first grade semolina macaroni. However by merely looking for low prices without regard as to whether we get our money's worth, we are simply encouraging low standards of quality merchandise, low wages and longer hours of work all of which are socially undesirable.

"It is to your own personal interest to support those business houses who show a desire to cooperate in the provisions set forth in their respective codes which are in large part directed to the benefit of the public at large. The macaroni manufacturers of Massachusetts are complying with all those provisions in their code which are of direct benefit to the consumer. They are operating un-

der a Code Eagle. So therefore, in the purchase of your macaroni products look for the Macaroni Code Eagle and the registration number. By so doing, the following results will be brought about: 1. Abolition of underpaid labor and unreasonably long hours. 2. Limitation of false and misleading advertising. 3. Insurance of basic standards and grades for merchandise. 4. Limitation of unfair trade practices in business for which the consumer eventually pays."

#### New Orleans Likes Its Macaroni

"Come to New Orleans, all ye lovers of high quality, tastily prepared macaroni dishes, because here we prefer only the macaroni products made from the most acceptable macaroni wheat and it is prepared in improved Italian style with just the right southern touch that gives the dish a distinctive, satisfying flavor."

"Time was when Creole 'gumbo' and Spanish 'Calas' were select specialties among the New Orleans attractive dishes of exotic flavor for northern visitors," says the *New Orleans Times-Picayune*. "In those times Italianism was slight in Louisiana and the small amounts of macaroni products consumed were generally imported. But along with our influx of Italian population during the past quarter century came experts in the manufacture of pastes from semolina—this the middlings of durum wheat.

"Soon strange machines appeared in

the old quarter by means of which macaroni, and more often spaghetti, was forced through many tiny apertures like locks of blond hair, was cut into lengths and hung to dry. Our macaroni industry blossomed and suddenly New Orleans awoke to the presence of a new and most delectable dish—the historical Italian meat balls and spaghetti with parmesan cheese. Good? We'll say it is! And nowhere better prepared than in our own city.

"So those of us who have prided ourselves on knowing good things to eat are not surprised by the report made by J. S. Goff, as executive secretary to former Senator Edward J. Gay, Louisiana state NRA director. 'The macaroni manufactured here,' said Mr. Goff, 'is of higher quality under the macaroni industry code, because the manufacturers here are unwilling to chance marketing a product below standard.' Which is to say that we have become so thoroughly accustomed to the best in both quality and manufacture of the raw material and in proper preparation of the finished food in the cuisine that no producer will dare scamp on either materials or methods. Indeed, there are establishments in New Orleans where the preparation of the Italian delicacy has become not only a fine but even a supreme art."

#### Biggest Family Wants Spaghetti

Buying spaghetti and shoes for his wife and 19 children is Mike Latorra's biggest food problem. "Last winter we ate 400 lbs. of spaghetti and the children wanted more. We canned many bushels of home grown tomatoes and 5 gallons of peppers to use in making our spaghetti sauce. These we grew in our little truck garden, but the spaghetti we had to buy. That is our big problem."

Mike and Rosa Latorra, proud parents of the family of 19 that won the distinction of being the largest family to dine at the Italian Village at the 1934 Chicago World's Fair, revealed that the upkeep of his clan is "less than \$20 a week, the only thing that gives us trouble is buying spaghetti and shoes."

#### No Ducks Wanted

The editor of a poultry journal received a letter from a woman reader. It read: "How long should a hen remain on the eggs?"

The editor replied: "Three weeks for chickens and four weeks for ducks."

Three weeks passed and the editor again received a letter from the reader. "Thank you very much for your kind advice," it read. "The hen remained on the eggs for three weeks and there were no chickens hatched and as I did not care for ducks, I took her off the nest and sold the eggs."—*The National Dixie Booster*.

#### SUPPOSIN'

Suppose you played with the consumer and not against him; that you gave him quality standards, that you labeled your goods accordingly, that you adopted the policy of making it easy for the consumer to buy what he wants and not what you want to sell him?

"Fantastic" you say? In the kind of nationally controlled economy we are going to be living in, and that not too far in the future, the business men who play ball with the consumer for the consumer are going to get the only kind of good pickings that this managed economy of ours will be able to tolerate if it is to keep solvent.

—From an Address by Dr. Robert S. Lynd, Columbia University.

**Tasty, Satisfying Salad**

A new use for macaroni, especially short goods, has been gaining in popularity among American housewives, particularly those who desire to serve a variety of salads to their household guests. It is an intriguing combination of this Italian staple with fruits and a delicious cream sauce.

Our Italian friends may groan at the idea but this is because they have been or still are too steeped in tradition to be able to support the thought of their favorite paste served in any way except hot and dripping with piquant sauces of the kind their ancestors found so appetizing. But the American woman who must cater to the whims of a whimsical family whose choice ranges the whole galaxy of foods, will surely like a macaroni salad. So would our Italian friends if they could be induced to try it. Who knows but what the differing appetites of the children in Americanized Italian homes may not some day make the macaroni salad as popular as spaghetti, tomatoes and cheese! For the pioneers, the following recipe is highly recommendable:

Perhaps the most important step in the making of successful macaroni salads lies in the cooking. Each piece must be firm and smooth, tender but not soft or sticky. The best way to cook macaroni is to drop it into plenty of boiling water, 3 quarts of water and one tablespoon salt to 2 cups macaroni are good proportions—and boil until tender, about 20 minutes. Drain well and rinse with cold water. Drain thoroughly and chill. Have all the other materials cold.

**Macaroni Fruit Salad**

One cup cooked macaroni, 1 cup diced pineapple, 2 bananas thinly sliced and marinated in lemon juice, 1 cup whipping cream, 1/4 cup orange juice, 1/4 cup lemon juice, 1/4 cup sugar, 2 tablespoons cornstarch, 1/4 teaspoon salt.

It's a good idea to dice the pineapple several hours before you want to make your salad. Sprinkle with sugar if you want to, drain and use the juice in place of orange juice to make the dressing. If you do use pineapple juice bring it to the boiling point before you make the dressing.

Mix sugar and cornstarch and stir into boiling pineapple juice. Cook, stirring occasionally, in double boiler for 20 minutes. Add lemon juice and let cool. When ready to use fold in cream whipped until firm with salt. Add macaroni, pineapple and bananas to dressing and serve on tender leaves of head lettuce with a garnish or halves of fresh strawberries or marischino cherries. A cube of bright jelly will also serve as an attractive garnish.

**Special Noodle Catalog**

The Clermont Machine Company, Inc. of 268-270 Wallabout st., Brooklyn, N. Y. recently distributed to the trade its latest catalog of noodle making machines and devices. It is an interesting, well

illustrated booklet of 36 pages and cover showing and explaining in detail the various kinds of machines manufactured in this country and distributed throughout the noodle industry of the entire world. It contains cuts of its reversible dough breaker, its nonreversible dough breaker, its calibrating design breaker, its noodle cutter, high and ordinary speed, the folding apparatus, bologna style stamping machine, an automatic noodle dryer, as well as other machines for other grain trades. But most interesting and informative is the introductory history of noodle making machines in this country. Copies of the catalog will be sent all who are interested.

**Condemns Predatory Price Cutting**

"Price cutting has taken all of the profits out of the macaroni business despite a notable increase in demand last winter," declares Henry Mueller, president of the C. F. Mueller company, Jersey City, N. J. and former president of the National Macaroni Manufacturers association in an interview reported by the *New York Journal of Commerce*. "Leading manufacturers have been forced to forego profits in order to meet cutthroat competition by certain members of the industry. As a result today's prices are at a level that actually produce a loss of more than one cent a pound on all pure semolina goods sold. To be sure the demand is light, but lack of business is not the true explanation of the demoralized situation in the trade. The past winter from the volume angle was one of the best ever enjoyed by the macaroni makers in many years, the high energy value and the natural cheapness of their product accounting for the brisk demand during the season referred to. "Today with semolina at the highest price since the World war, manufacturers find it not only impossible to advance their prices to meet the increased cost of their raw materials, but have actually been forced to reduce them in order to stay in business. The chief hope of relief is cooperative action under the code in which added teeth are being sought."

"It is only by labor that thought can be made healthy; and only by thought that labor can be made happy; and the two cannot be separated with impunity."

Willie: "Paw, what does it mean when they take somebody for a ride? What kind of a ride?"  
Paw: "Just a little slay-ride, son."

"It's no use talking," said the fat woman when she found that she could not squeeze into the phone booth.

We step aside for somebody more worthy of advancement when we side-step responsibility.

**Macaroni Imports and Exports**

The movement of the macaroni products from foreign nations to American seaports is apparently on the increase based on reports of the macaroni imports and exports contained in the monthly summary of foreign and domestic commerce by the Bureau of Foreign and Domestic Commerce covering May 1934.

**Imports**

This authority reported that in April the imports totaled 96,561 lbs. with a value of \$7,719. In May the imports had increased to 144,477 lbs. worth \$12,577.

Total imports for the first 5 months of 1934 is 541,129 lbs. valued at \$46,607.

**Exports Drop**

While figures show that a total of 191,313 lbs. of macaroni products worth \$15,322 was exported from the United States during April 1934, this authority reports that the business had fallen to 168,995 lbs. in May 1934. The value of the May exports decreased to \$13,479.

Macaroni products exported during the first 5 months of 1934 totaled 811,822 lbs. with a value of \$66,915.

The report of countries to which American products were shipped and the pounds purchased during May 1934 are shown in the table below:

Countries	Pounds
Netherlands	7,050
United Kingdom	58,590
Canada	1,445
British Honduras	1,353
Guatemala	1,048
Honduras	1,120
Nicaragua	4,558
Panama	16,239
Salvador	146
Mexico	7,350
Newfoundland and Labrador	6,636
Bermudas	732
Jamaica	188
Other British West Indies	994
Cuba	20,971
Dominican Republic	13,270
Netherland West Indies	3,119
Haiti, Rep. of	2,064
Virgin Islands of U. S.	2,170
British Guiana	100
Surinam	64
Venezuela	207
British India	308
British Malaya	90
China	324
Netherland East Indies	960
Hong Kong	527
Japan	510
Philippine Islands	7,256
French Oceania	1,094
New Zealand	24
Belgian Congo	12
British E. Africa	159
Union of So. Africa	5,137
Mozambique	840
Hawaii	72,739
Porto Rico	47,691
<b>TOTAL</b>	<b>289,425</b>

Some folks' idea of going through thick and thin to do a thing seems to be to bore other people with recitals of what they are going to do.

**NOODL-ETTES!!!**

By MacNoodle



**DON'T WAIT**

A Metropolitan Opera Company singer a few years ago said, "My salary for five consecutive seasons was \$20,000 a month. This was as much as Caruso got and yet my reputation was not to be compared with that of Caruso. And why? Because professional ethics prevented me from employing a suitable press agent. I made a mistake and am willing to acknowledge it. Advertising pays in any profession or art."

Just when grand opera singers became so modest about employing press agents, I don't know, but most business men certainly need not be hampered by any such code of ethics.

No matter how good you may be in your line of work; no matter how wonderful a product your plant may turn out or how unusual the service or your company may perform, if you do not advertise the advantages you offer your success will be small and your business limited.

True enough, satisfied patrons may be a man's best advertisement, as far as the quality of the advertising goes, but there will not be enough of it. You may be "advertised by your loving friends," as Mellin's Food used to express it, but what is going to reach and influence the people your limited number of friends do not know? That kind of advertising, the word of mouth, one-customer-tells-another sort may develop a nice little narrow gage business, but it will not build anything big. For a real success it is necessary to spend some real money in advertising.

People used to believe in waiting. There was an adage to the effect that everything comes to him who waits, but today the waiting game is played out. It proved too slow for the aggressive present generation.

I never did have any faith in that much quoted statement of Ralph Waldo Emerson, that the world will make a beaten path to the door of the man who makes a better mouse trap than his competitors, though he builds his house in the woods. Such a man would soon have nothing to wear, to eat or to keep him company but his mouse traps and the mice in them.

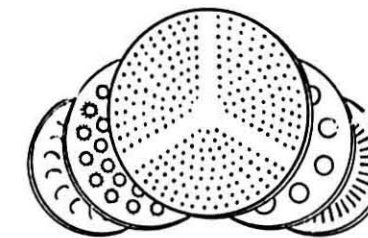
Volete Una Pasta Perfetta E Squisita

**Usate!**



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

**FOR QUALITY SERVICE**



**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.

### A User's Comment

Telephone: Haymarket 7979  
**Traficanti Brothers**  
 Manufacturers of  
**EGG NOODLES AND MACARONI PRODUCTS**  
 441 451 No. Racine Ave.  
 Chicago, Illinois

Champion Machinery Co.,  
 450 S. Center Street,  
 Joliet, Illinois.

When a flour mill is equipped with a Champion Flour Mill, it is equipped with the most efficient and reliable flour mill in the world. The Champion Flour Mill is the only flour mill in the world that has been designed to produce flour of the highest quality and in the most efficient manner.

TRAFFICANTI BROTHERS  
 NICHOLAS TRAFICANTI

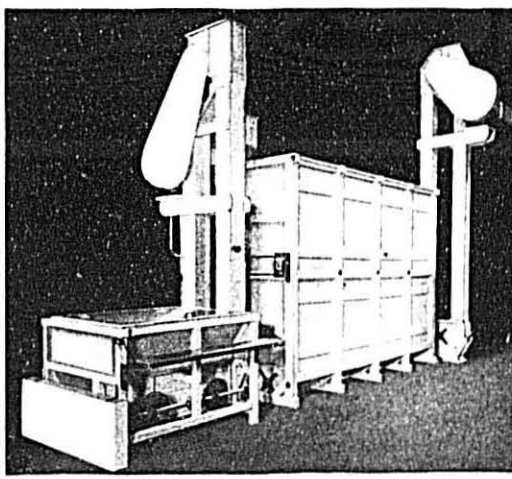
### Champion Equipped Plants

are the most efficient plants in the world and are equipped with the most efficient and reliable flour mill in the world. The Champion Flour Mill is the only flour mill in the world that has been designed to produce flour of the highest quality and in the most efficient manner.

The Champion Flour Mill is the only flour mill in the world that has been designed to produce flour of the highest quality and in the most efficient manner.

**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.



### A Record Dry Growing Season

Never before in the weather history of the United States has so little rain fallen over so wide a territory throughout the entire growing season as this year, according to a report of the weather bureau. Record-breaking heat has conditions still worse. Other years, notably 1894, 1895, 1910, 1914 and 1930, were exceedingly dry in many sections, but no year since the weather bureau nearly 70 years started recording day by day precipitation has had so really deficient rainfall in April, May, June and July as Missouri. Most of these dry years were preceded by a moderate rainfall, whereas the last 3 or 4 years have been normally dry in many parts of the country, most sections being dry through the year.

Moisture deficiency in the central valley, Mr. Kenyon began in June 1933 and in general it has continued ever since. The year June 1933 to May 1934, he points out, was the driest year in Indiana, Illinois, Wisconsin, Minnesota, Missouri, Nebraska and the Dakotas. Also, Minnesota, Dakota and most of the middle section had been exceeding for several years before that. The moisture shortage from June 1933 to the end of July 1934 was 17.71 inches, or 2 1/2 times of water for every acre of land in Missouri, 13.09 inches in Indiana, 13.14 inches in Iowa, 12.89 inches in Ohio, 11.68 inches in Nebraska and 10.93 inches in North Dakota.

The drought and heat of the growing season will be severely felt in the crops of 1935, Mr. Kenyon adds. Although the amount of rain at times helped 1934 crops in the late stage, good fall rains and abundant snow this winter would start the soil moisture needed for next year's seedling, both this and next spring. In 1930 he says, "all crops following the year drought that year, 1930 to 1931, heat crops in the late stage in the principal producing areas, most of the Plains having a drought and a hot July, the normal during 3 full months, September to November."

When in need of flour

Wire BAUR

ROMEO

That Good Hard Wheat  
Flour

BAUR

Flour Mills Company

Est. 1870 St. Louis, Mo.

### Why Replacement Prices?

Using the prospect of a threatened increase in the processing tax and the cost during wheat crop of a drought due to unprecedented drought in spring wheat areas, macaroni manufacturers who have been miserably using cheaply bought semolina in pricing their wares are slowly but surely turning to their senses, becoming more and more convinced that macaroni prices should reflect replacement costs rather than the raw material cost at the time of sale. What tools were they not to take their honest profit on goods already bought?

It is true that though in mind they are acting very closely the commodity commission materials supplied by the cotton trade Authority and released in a convention of the macaroni manufacturers in Chicago in June 1934, then the fact that the delivered price of macaroni had increased approximately 25% from April to June 1934 is a demonstration of increased production cost of lower competition who are not included. The table below shows the prevailing prices in the United States of raw materials as of August 2, 1934.

#### Official Costs

Item	Unit	Price
SEMOLINA	per 100 lbs.	1.15
WHEAT	per bushel	1.10
YORK	per bushel	1.10
LAUREL	per bushel	1.10
BERKSHIRE	per bushel	1.10
HUSTER	per bushel	1.10
WYOMING	per bushel	1.10

...the fact that the delivered price of macaroni had increased approximately 25% from April to June 1934 is a demonstration of increased production cost of lower competition who are not included. The table below shows the prevailing prices in the United States of raw materials as of August 2, 1934.

### Government Continues Coloring Fight

The U.S. Food and Drug Administration has announced that it will continue its fight against the adulteration of macaroni. The agency has issued a warning to manufacturers that it will take action against those who fail to comply with the regulations. The agency has also announced that it will continue to monitor the market for adulterated macaroni.

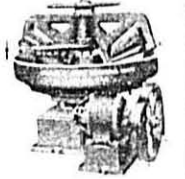
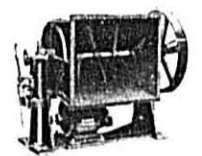
2082 Adulteration of noodles, U.S. 12 boxes of Noodles. Default decree of condemnation, forfeiture, and sale.

## WE REFUSE TO DEVELOP, BUILD OR SELL ANY EQUIPMENT

that we cannot **Guarantee to the Limit** in every way

Pride in our Reputation and Product prompts us to build only the finest types of Presses, Mixers and Kneaders possible to build. Our Advanced Developments are the result of **Practical Application of Engineering** gathered from 82 years' Experience in the Field.

WE GUARANTEE  
**STRENGTH--DURABILITY--MATERIAL & WORKMANSHIP**  
**THE CHARLES F. ELMES ENGINEERING WORKS**  
 Telephone: Haymarket 0696 213 N. Morgan St., Chicago, U.S.A.



The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

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

SUBSCRIPTION RATES

United States and Canada . . . \$1.50 per year in advance
Foreign Countries . . . \$3.00 per year, in advance
Single Copies . . . 15 Cents
Back Copies . . . 25 Cents

SPECIAL NOTICE

COMMUNICATIONS.—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES.—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising . . . Rates on Application
Want Ads . . . . . 30 Cents Per Line

Vol. XVI August 15, 1934 No. 4

Macaroni Industry Submits Budget

The Code Authority for the macaroni industry has submitted for the administrator's approval a budget totaling \$172,040 for the period from Feb. 1, 1934 to June 30, 1935.

Also it applied for termination of the exemption conferred in Paragraph III of Administrative Order X-36, dated July 12, 1934 whereby members of its industry whose present line of business is embraced in a trade or industry subject to a code other than the code for the above industry are exempted from obligation to contribute to the expense of code administration for the above industry.

Criticisms, objections or suggestions were asked to be submitted to Deputy Administrator Walter White, Room 1107 Investment building, Washington, prior to Thursday, Aug. 2, 1934.

The budget includes \$56,610 for executive office expenses; \$17,235 for laboratory and office, Washington, D. C.; \$11,900 for code authority expenses; \$68,000 for regional expenses — 12 regions. Other items are miscellaneous and office furniture and fixtures.

The basis of contribution is:
5c per bbl. of semolina, farina or flour use.

1c per bbl. voluntary and 4c per barrel compulsory from Feb. 1, 1934 to May 31, 1934, inclusive, and 5c per bbl. compulsory from May 31, 1934 to June 30, 1935.

A Colorful Byplay

What connection, if any, is there between the innocent and righteous provision in the Macaroni Code prohibiting the use of yellow tinted cellophane as a wrapper for egg noodles and the possible encroachment on the liberties of the fair sex in their prime prerogative of personal adornment? Probably none, yet that may have been the thought in the mind of Miss Margaret Fishback when she penned a little humorous poem that the editor of "Post Scripts" saw fit to use in his column in the June 30, 1934 issue of Saturday Evening Post. It reads:

ATTENTION: GENERAL JOHNSON

Macaroni products shall not be packed for sale in colored wrappers or containers which give the product the appearance of containing more egg-yolk solids than are present in the product.

From the CODE OF FAIR COMPETITION for the MACARONI INDUSTRY.

Powder and rouge and vanishing cream
Have painted many a lily.
Powder and rouge are a fine old team,
Designed to enhance the filly.
Eyebrow pencils and lipsticks, too,
Permanent waves, and so on—
Each of these benedictions do
Give us the fuel to go on.
Give us the fuel, the roseate glasses,
Needed to make us spurious lasses
Register youth and health and beauty,
Which is clearly our bounden duty.

"Colored containers" such as these,
With which we bewuse our suitors,
Are but the fruit of an urge to please
City chaps and commuters.
And everyone's happier far because
Of art conniving with nature,
So have a care as you bandy laws
About in the legislature.
Have a care as you wage your war
On unfair methods in loft and store.
Have a care as you wield your knife,
And keep your codes out of private life.
—Margaret Fishback.

Federal Per Capita Debt

Every man, woman and child in America was under a federal mortgage of \$216 when Congress ended its seventy third session and scampered merrily home.

For the first time in the history of America the public debt now exceeds \$27,000,000,000. There are 125,000,000 persons in the United States. Simple division shows that the per capita federal debt is \$216. If everybody from Baby to Grandpa should send Uncle Sam a good check for \$216 today, the federal debt would be wiped out.

But that isn't the way the debt will be paid, and by the time this vast debt is serviced with interest payments and refinancing over a long period of years the total payment will be many billions of dollars more than the books now show.

The seventy third Congress appropriated more than \$5,000,000,000, which is a "head tax" of about \$40 on each person; from adults to infants. From the above figures it is apparent that the huge public debt that existed when the last Congress convened was increased by more than 25% before the session ended.

Broadly speaking, American industry must pay the public debt, says the In-

dustrial News Service of the National Association of Manufacturers. That makes it a matter of public welfare that private industry be permitted to function efficiently and without unwarranted interference. Some of the bills enacted by the recent Congress were designed to handicap industry, this being particularly true of the labor disputes resolution.

The administration is urging private industry to provide more jobs at higher pay. That is a natural request, in view of the fact that private industry had led the way out of every previous depression. But the public should remember that industry can not match its old pace if it is hobbled by bureaucratic interference.

WANT ADVERTISEMENTS

WANTED—Elmes Vertical Triplex Hydraulic Pump, 1/2"-1 1/4" Plunger, 3" Stroke. Arranged for motor drive. Oil tank in base. Give description of what you have, price and condition. J. L. Mills, 311 W. 3rd St., Apt 6, Davenport, Iowa.

WANTED—Man experienced in macaroni factory operations as foreman or manager. Box 12, c/o The Macaroni Journal, Braidwood, Illinois.

We have regular export outlet for special priced shipments of all canned or preserved products. What have you to offer for prompt delivery? Send samples and quotations to: North American Sales Company, 15 Park Row, New York, New York.

For Quality Macaroni Products Use LOMBARDI'S Quality Dies New and Rebuilt Dies Guaranteed Frank Lombardi Phone HAYmarket 4873 1150 W. Grand Ave., Chicago, Ill.

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

WE are hopeful that the enforcement of the Macaroni code will prove helpful to you and your industry, also that the Millers' Code which has become effective will enable both industries to overcome the obstacles which have hindered prosperous progress and recovery.

CAPITAL FLOUR MILLS, Inc. ST. PAUL - MINNEAPOLIS

John J. Cavagnaro Engineers and Machinists

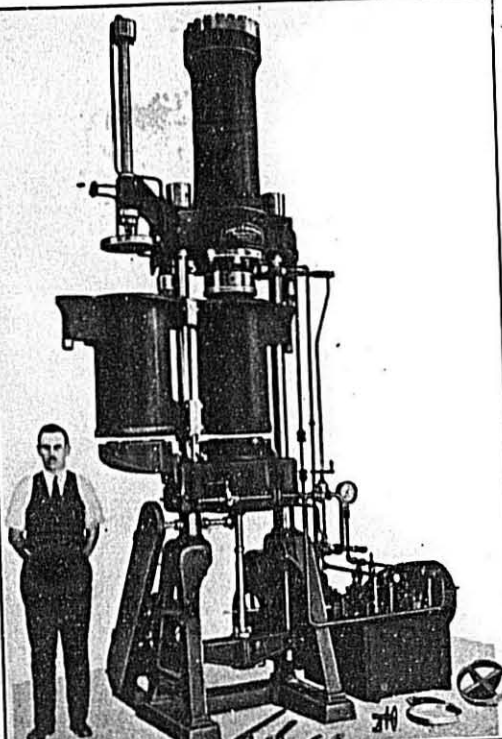
Harrison, N. J. - - U. S. A.

Specialty of Macaroni Machinery Since 1881

- Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St. New York City



PRESS No. 222 (Special)



**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

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

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

**OFFICERS AND DIRECTORS 1934-1935**

LOUIS S. VAGNINO, President.....127 St. Louis Ave., St. Louis, Mo.  
JOSEPH FRESCHI, Vice President.....1730 S. Kingshighway, St. Louis, Mo.  
G. G. HOSKINS, Adviser.....Libertyville, Ill.

G. LaMarca, Boston, Mass.  
Philip R. Winstrenner, Philadelphia, Pa.  
E. C. Oberkircher, Buffalo, N. Y.  
Leon G. Tujague, New Orleans, La.  
Harry Lane, Los Angeles, Calif.

F. A. Chiglione, Seattle, Wash.  
Walter F. Villaume, St. Paul, Minn.  
Frank L. Zerega, Brooklyn, N. Y.

R. V. Golden, Clarksburg, W. Va.  
R. B. Brown, Chicago, Ill.  
Frank S. Bonno, Dallas, Texas.  
M. De Matel, San Francisco, Calif.  
V. Giatti, Brooklyn, N. Y.

M. J. Donna, Secretary-treasurer, Braidwood, Ill.

**The President's Message of the Month**



Much has been written on the subject of Coöperation, but nowhere have I found a clearer definition of just what the term implies than in a dictum of Chief Justice Hughes of the United States Supreme Court. In a recent case (U. S. vs. Appalachian Coals, Inc.) he said, "The intelligent conduct of commerce through the acquisition of full information of all relevant facts may properly be sought by the coöperation of those engaged in trade, although stabilization of trade and more reasonable prices may be the result. Voluntary action to . . . aid in relieving a depressed industry and in reviving commerce by placing competition upon a sounder basis, may be more efficacious than an attempt to provide remedies through legal processes."

In our National Macaroni Manufacturers Association and the Macaroni Code of Fair Competition may be found the embodiment of this definition. Through them Macaroni Manufacturers may acquire "full information of all relevant facts" and "aid in reviving commerce by placing competition upon a sounder basis." Together they serve as a beacon light for the intelligent direction of our business.

Let us, therefore, in all our activities manifest a cordial attitude of mutual good will and helpfulness toward our Code and Association.

**A Trade Association a Permanent Necessity**

By Secretary M. J. Donna

A Trade Association is a voluntary organization of business men joined together for the development of their particular industry, states a recent release by the National Recovery Administration. The Trade Association undertakes those activities which may be more economically or effectively handled than if done by the individual member. The purpose of this joint action is for the benefit of the industry as a whole, therefore of benefit to the individual members as members.

Thus a trade association is responsible solely to its membership, and should operate in accordance with the law. It should have due regard for the relationship between its members as well as the relationship between its industry and other industries.

The responsibility of its board of directors is not unlike that of trustees of the good name of the association. Membership in a trade association and financial contributions to its activities are voluntary.

Trade associations were in existence before the National Recovery Act and have made a large contribution to making self government in industry a practical, workable thing.

Provisions may be made in the by-laws of the code authority for the utilization of the facilities and personnel of a trade association, and the code authority may pay for the cost of using such facilities for code activities.

In any such case the trade association should be under such regulations and subject to such supervision as to insure fair and effective code administration, and avoid discrimination and the appearance of discrimination against nonmembers of the association.

The secretary of a trade association may also be the secretary of the code authority providing he is able to do so without inconvenience. His duties are separate and distinct and should be kept so. In carrying out his functions as a secretary of the code authority he is solely responsible to the code authority. In functioning as an association secretary he is solely responsible to the association. A paid employe of an organization under the code authority or of a trade association may be designated as the statistical agency for the code authority if the code authority takes the necessary steps to insure his impartiality.

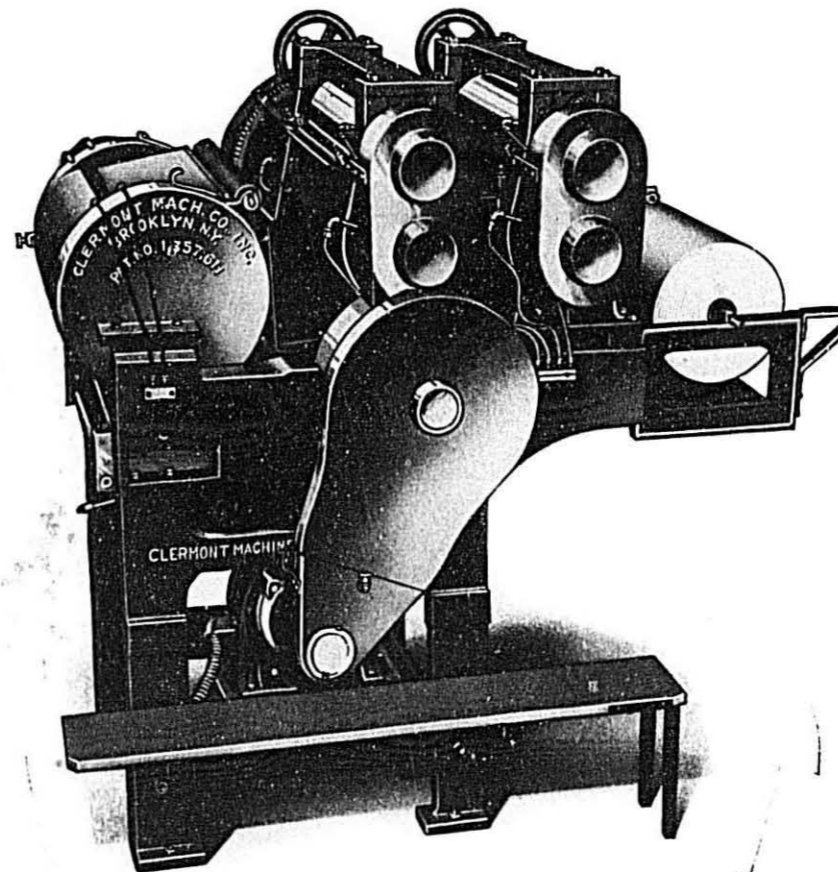
Funds collected by the trade association may be used to promote the industry, as an example, the trade association may with the consent of its members advertise, or otherwise promote an interest in new styles or models, or engage in any other activities for the benefit of the trade as a whole.

So continue alive your National Macaroni Manufacturers Association, as a supporting organization, ready and capable to carry on such new activities as may develop under any and all conditions, just as effectively and efficiently as it has performed for more than 30 years.

**Another New Development**

**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**

"Our latest catalog just off the press. Will be mailed upon request."



**"THERE'S THE KIND OF  
MACARONI I WANT" . . . . .**

• WHEN your macaroni goes on display along with other brands in the grocery store, what will the grocer's customers do? Will they take the first brand they happen to see? Will they take whatever the grocer wants to sell them? Or . . . will they ask for your brand, *by name*?

In the last analysis, the most important question facing every macaroni manufacturer is this:

"How can I make people like my product so well that they will buy it in preference to some other product at the same price? In other words, how can I improve my product to the point where people *know it is the best?*"

Hundreds of macaroni manufacturers have proved that this can be done by using Pillsbury's Best Semolina

and Durum Flours. Only the best of each year's durum crop goes into these Pillsbury products. Test millings are run on every car we buy, 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 make macaroni in our own plant, under practical, commercial working conditions.

The result is uniform strength, rich amber color, delicious flavor—a quality product that produces a quality macaroni which is easily recognized by the consumer—and remembered easily by its name.

You only need to make a trial run of Pillsbury's Best Semolina and Durum Flours to see for yourself what they will do.

**PILLSBURY'S** *Semolina*