

**THE
MACARONI
JOURNAL**

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**February 15,
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The Macaroni Journal



Minneapolis, Minn.

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Do Justice To Quality

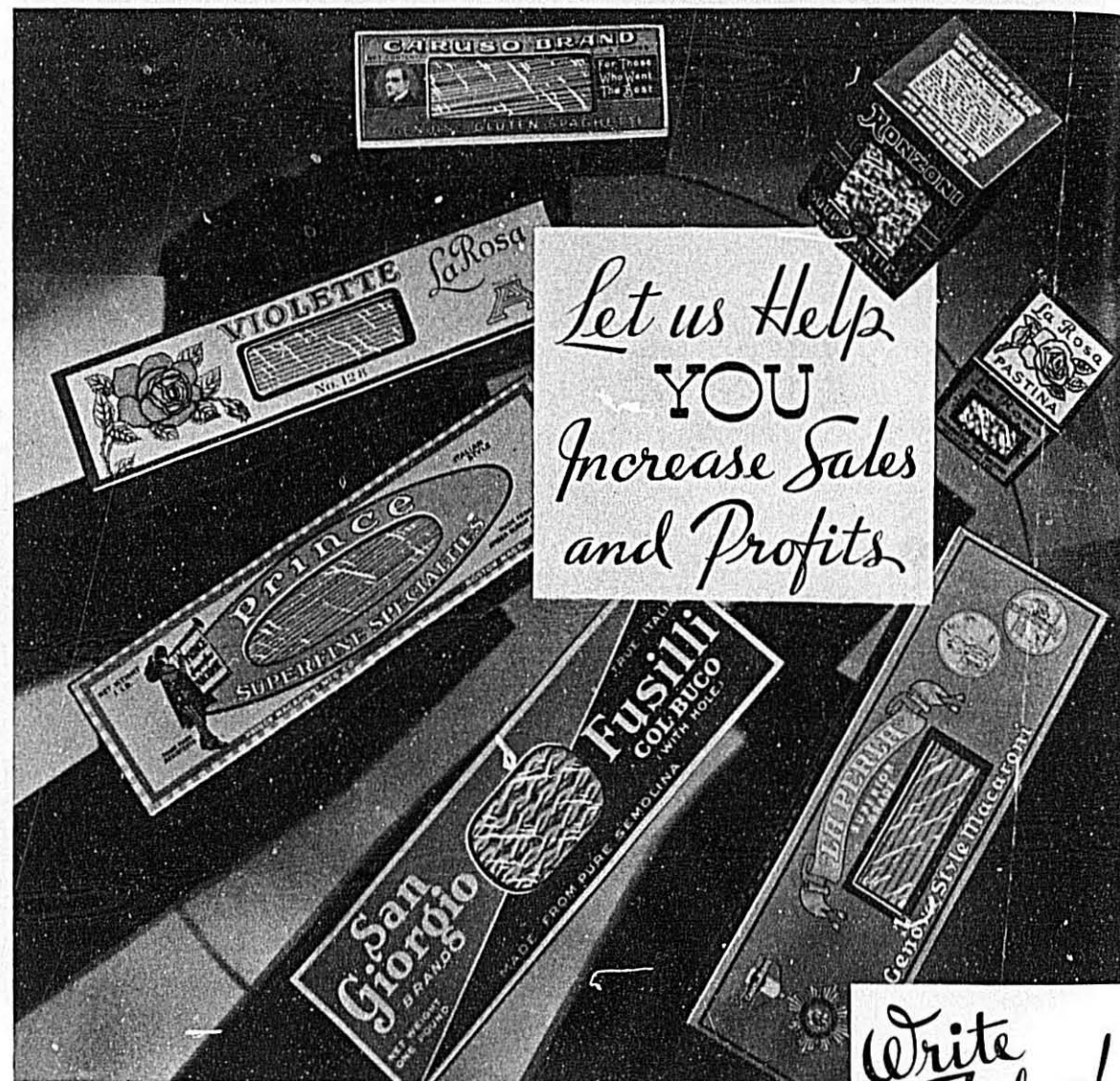
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THE MACARONI CODE AUTHORITY

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

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Country Stocks of Wheat

Stocks of wheat in interior mills, elevators and warehouses on Jan. 1, 1935 are estimated to have been 93,485,000 bus. Comparable figures for previous years are not available since this is the first time that a survey of stocks of

wheat in these positions has been made. It seems fairly certain, however, that stocks in these positions this year are somewhat below average. Stocks of wheat in interior mills, elevators and warehouses on April 1, 1934 were 83,588,000 bus. and on July 1, 1934 were 51,060,000 bus. In 1933, April 1 stocks were 95,911,000 and July 1 stocks were 64,296,000 bus.

This report, according to the crop reporting board of the U. S. Department of Agriculture is intended to include only country elevators and warehouses and the smaller interior mills which are not included either in the department's report of commercial grain stocks in principal markets or in the Bureau of the Census report on stocks of wheat in merchant mills and attached elevators.



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The Future of Trade Associations

Leading business executives in every important trade, industry and profession have long recognized the value of the trade association, honestly conceived and properly operated. For generations they saw such voluntary organizations grow in number and power, bringing blessings to industry, to consumer and to the country.

At the advent of the National Industrial Recovery Act in June 1933 whereby the government assumed at least a supervisory interest in business for the primary purpose of spreading employment and insuring workers more equitable wages for a shorter week, trade executives and association members readily acquiesced to the new law and the noble aims of the Act. They supported the recovery program as a patriotic duty but also in the hope that the supervision of the government might be helpful in solving the many serious problems that confronted business since the panic seriously crippled business in November 1929.

Though most of the normal activities of trade associations were assumed and, in most instances, most efficiently promoted by the code authorities set up under the several hundred codes, the experience since June 1933 has convinced many of the leaders that there will always be a need for voluntary organizations that aim to coordinate the divergent views of members for the general interest of the trade, craft or profession while always considerate of the rights of the consumers and of the country.

While there is not immediate prospect that the supervisory interest of government in trade association activities as set up under the Codes will be changed radically, leaders have been giving more than passing attention to what might be the status of trade associations in the event that Congress may so modify the law as to place an even greater responsibility on trade groups. Though the matter has never been discussed openly in any meeting or convention of the macaroni-noodle manufacturing industry, the future status of the National Macaroni Manufacturers Association has been given considerable thought by leaders in the trade who appreciate the value to their industry of a voluntary, self administered organization. From opinions privately expressed, it can be truthfully stated that the great majority of the members of the macaroni industry appreciate the need of a trade association, specifically devoted to the welfare of this trade, for the pure and simple reason that macaroni-noodle manufacturers should and do know best what is preferable in the way of activities for their industry's welfare.

The question of the place of the trade association in American business recently gained the attention of the Trade Association

Committee of the United States Department of Commerce that has long taken a paternal interest in both commercial and trade association activities. The importance of trade associations as the means of assuring self regulation in business is emphasized in the statement adopted on the subject and released to the country after studying the report of its committee. The statement, in part, states:

"The continuance of trade associations, and more particularly their continuance as voluntary organizations, is vitally necessary in the interest of self government and self regulation in industry, and in such form and in such manner they can serve an important and indispensable part in promoting the recovery program.

"The establishment of sound and beneficial policies in industry and the solution of its major problems must rest largely upon industry itself. These aims can best be accomplished through continued utilization by industry of the services of voluntary trade associations. The extension and coordination of such cooperative effort in the public interest should be furthered by industry.

"The experience of the past two years has demonstrated conclusively that voluntary trade associations have a vital and essential purpose in promoting and maintaining industrial self-government.

"Research and promotional work, the extension of efficient management, the establishment of fair trade practices, the collection and dissemination of facts relating to the particular industry, and in general, the proper consideration of economic subjects, each and all of these constitute essential and proper activities of trade associations.

"Associations can prepare and present to their members, to legislators, governmental officials and to the public, authoritative information, useful in tending to combat unfair legislation and unfair business practices."

Macaroni-noodle manufacturers who long have concerned themselves in promoting and supporting a voluntary organization for their industry's welfare are apparently in entire accord with the statement of the future of the trade association movement expressed by the Chamber, but as an action to be considered only when the government restores to industry the right of self regulation. In the meantime, they are determined to continue to support the constituted authority under the macaroni code, cooperating fully and unselfishly with NRA's aim to help effectuate the policies of the Act, by spreading employment at living wages while producing a product that will be appreciated by the public for its quality and its reasonable price.



Macaroni Manufacturers in Midyear Meeting

Nearly one hundred of the country's leading manufacturers and representatives of all the leading allied trades concerned in the welfare of the industry attended the mid-year meeting of the trade held Jan. 17, 1935, at the Palmer House in Chicago under the auspices of the National Macaroni Manufacturers association that has for years sponsored and fostered such conferences for the advancement of the macaroni business.

For business and other reasons manufacturers in the extreme parts of the country were unable to attend, but many sent words of encouragement that guided the deliberators in actions that will have a favorable influence on business in the future. The meeting was called to order by President Louis S. Vagnino of St. Louis at 10:30 a. m. and Secretary M. J. Donna noted those in attendance, indicating as present a majority of the board of directors who in a later meeting adopted all of the recommendations of the general meeting.

The meeting opened with a report from association officials of steps taken in December and January to counteract the efforts of a certain group of flour users to place semolina and farina freight rates on the higher basis that applies to their prepared foods. The association was represented at a formal hearing on the proposal in January in Washington and it is the view of the officials that the freight rates on these raw materials will not be increased materially, if at all. The manufacturers present were loud in their praise of the alacrity with which the problem was met by the organization and the attempts to raise semolina and farina freight rates spiked. They were asked to watch all developments in the case and to oppose every move to raise freight rates on raw materials and finished macaroni products.

The activities of the Macaroni Code Authority and the new developments in code enforcement proposed under the reorganization of the NRA setup, which were uppermost in the minds of the manufacturers present, were considered at length during the forenoon and late in the afternoon sessions. President Vagnino asked Chairman G. G. Hoskins to give a report on code activities and of the new developments as sensed by him on his trips to the nation's capital and conferences there. He made it very clear that the opinion generally prevailed among government officials that the NRA in a slightly modified form perhaps, would be extended and that there would be a determined effort of the part of NRA officials to strictly enforce the basic provisions retained under the code law.

Mr. Hoskins expressed a firm view that the macaroni industry had a most valuable instrument of enforcement in its own hands if the manufacturers wanted to use it. He referred to the Liquidated Damage Agreement authorized by an amendment to the Macaroni Code that provides a means whereby manufacturers may voluntarily solve their own perplexing problems in a most expeditious and final way without recourse to government bureaus and courts. As the effectiveness of the signed liquidated damage agreement was dependent upon the signatures of manufacturers representing a production of at least 350,000,000 lbs. annually, and since approximately 300,000,000 lbs. production had already signed the agreement, the signatures representing an additional 50,000,000 lbs. were necessary to put the plan automatically into effect.

To permit such regions as desire to operate under the Liquidated Damage Agreement where the required 70% of the production in those regions had assented, he proposed a supplemental agreement for signature in those regions. He specially recommended this to firms in Regions 6 and 7 that had given practically unanimous approval of the agreement plan, and other regions equally enthusiastic, a trial of the activity under the supplemental agreement. While sen-

timent was very much in favor of the proposal, and quite a number especially in the Chicago area signed the supplemental agreement that would put the liquidated damage arrangement into effect immediately, many felt that better results would be obtained if the plan could be made effective nationally.

The purposeful yet injurious dissemination of inaccurate information concerning the food value of macaroni products was condemned by unanimous agreement. All manufacturers were asked to be on the lookout for any unfavorable publicity that might be given by any means whatsoever, particularly such as belittled quality macaroni, and to report it immediately to Secretary Donna. It was the unanimous opinion of those present, some of whom had learned an expensive lesson, that the manufacture of a better grade of macaroni may to a great extent eliminate some of the harmful publicity under consideration.

President Vagnino asked an expression of opinion as to where the 1935 convention should be held, and Brooklyn was easily the favorite spot. The Secretary was instructed to complete arrangements for the conference about the middle of June, conferring with hotels as to open and suitable dates. This was done immediately and the St. George hotel was named convention headquarters. Manufacturers are invited to correspond with Secretary Donna as to what dates they prefer. Tentatively the weeks of June 10, 17 and 24 are being considered. It is proposed that the sponsors of the convention in Brooklyn make it not only the largest in attendance but the most important in the history of the trade. They state that over a third of the country's total annual production is reported by firms within a radius of 200 miles of Greater New York.

The choice of the City of Bridges was made doubly certain by arguments presented by telegram from Conrad Ambrette, president of the Consolidated Macaroni Machine Corp. of Brooklyn, speaking for practically all of the manufacturers. It read:

SURE YOU WILL REALIZE THE IMPORTANCE OF HOLDING 1935 CONVENTION IN THE EAST (STOP) RECOMMEND BROOKLYN AND AM SURE IT WILL RESULT IN THE LARGEST ATTENDANCE EVER (STOP) BEAR IN MIND THAT BROOKLYN IS THE CENTER OF THE INDUSTRY AND IS MORE ACCESSIBLE TO A LARGER NUMBER OF MANUFACTURERS THAN ANY OTHER CITY (STOP) THIS SELECTION HAS THE ENDORSEMENT OF A LARGE NUMBER OF MANUFACTURERS (STOP) SALUTATIONS.

**CONRAD AMBRETTE, PRESIDENT
CONSOLIDATED MACARONI
MACHINE CORPORATION.**

At a meeting of the Association Directors they approved all of the suggestions made by the manufacturers in the midyear meeting and in addition made an arrangement whereby credit service would be given members through a national organization that specializes in that form of service. Details of the plan will be made known to the members through the offices of the National association at Braidwood, Illinois by Secretary M. J. Donna. The mid-year conference had the effect of solidifying sentiment behind the industry's trade association while promising faithful support to the code program which should reach its highest point of effectiveness as soon as planned enforcement activity gets the expected backing of those willing to abide by the fair and reasonable trade practices adopted

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for the general benefit of the trade and not of individuals or groups.

On to Brooklyn next June!

Joseph Mercurio, Mercurio Bros. Spaghetti Mfg. Co., St. Louis, Mo.
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Frank Traficanti, Traficanti Brothers, Chicago, Ill.
C. B. Schmidt, Crescent Mac. & Cracker Co., Davenport, Ia.
Webb Faurot, Foulds Milling Co., Chicago, Ill.
Joseph Freschi, Mound City Macaroni Co., St. Louis, Mo.
Joseph Viviano, Kentucky Macaroni Co., Louisville, Ky.
Frank L. Zerega, A. Zerega's Sons, Inc., Brooklyn, N. Y.
E. W. Pica, Kentucky Macaroni Co., Louisville, Ky.
Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.
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J. Gagliardo, Bologna Macaroni Co., Cicero, Ill.
R. V. Golden, West Virginia Mac. Co., Clarksburg, W. Va.
Jack Leuhring, Tharinger Macaroni Co., Milwaukee, Wis.
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Robt. H. Williams, The Creamette Co., Minneapolis, Minn.
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U. S. Marines to Enforce Codes?

The NRA hearings in Washington, D. C. last month brought out some forceful statements from executives concerned in code administration on what should be the Recovery Administration's new policy toward price fixing. Many opposed the idea but most of them favor some sort of price fixing, properly controlled to conserve the interests of operators and consumers. Both harsh and friendly words were expressed but none seemed to strike the popular fancy or hit the proverbial nail more squarely on the head than did the pertinent statement of G. G. Hoskins, chairman of the Macaroni Code Authority when he told NRA officials at the hearing, according to the press:

"Unless the price provisions in codes are enforced the United States Marines can't enforce the labor provisions in codes."

Opponents of NRA and codes called the code law a "Chiseler's Paradise" and said that "Al Capone might be termed a piker compared with those administering the new deal rulings." Altogether several hundred representatives of code organizations attended the hearings, expressed their views, their hopes and fears. In the wide range of conflicting opinions expressed for and against price fixing, the big majority favored the principle provided that the administration took immediate and definite steps to enforce that and other provisions in codes.

Other illuminating excerpts from the hundreds of arguments presented showing the diversity of opinions, all of

which must be studied by the government before NRA can determine its new policy on this controversial subject, as reported by the press are as follows:

"Open price filing of manufacturers' prices is a step forward in the economic process."—John W. O'Leary, Chicago, president of the Machinery and Allied Products Institute.

"Unless NRA deals fairly with us, the little business man will be found marching side by side with organized labor, for he has less to fear from organized labor than from big business."—John A. Goode, Asheville, chairman of the National Retail Drug Code Authority.

"Such provisions (minimum price) do not set prices; all they do is set a limit below which price competition shall not force down prices. . . ."—George A. Sloan, chairman, Cotton Textile Code Authority.

"Price fixing provisions improperly written into codes of fair competition have served to buttress unfair restraints on price competition."—Consumers Advisory Council.

"This is not price fixing."—George A. Sloan (referring to open price filing).

"Code provisions designed to disseminate information about prices have sometimes been perverted to use as tools for arbitrary price fixing."—Consumers Advisory Council.

"Price fixing provisions have been increasingly ignored, thus creating a new type of bootlegger and presenting the nation with another demoralizing example of large-scale contempt for law."—Dexter M. Keezer, for the Consumers Advisory Board.

"Much ado was made about Al Capone's attempts to organize the cleaning and dyeing industry of Chicago so that fixed prices could be charged and his gang receive a percentage of the profits. He was a piker compared to the organized coercion, dictation and intimidation of tribute exacting code authorities."—Joseph Nicholson, representing the U. S. Conference of Mayors.

"The stop-loss provision in the retail code is not price fixing. Surely the code should define some limit of protection against self destruction of industry by cutthroat competition."—William A. Hager, for the Pennsylvania Retail Dry Goods association.

"The open price provision is one of the most fundamentally constructive steps toward making it possible to have intelligent management of American business."—Henry S. Dennison, Dennison Manufacturing Co., Framingham, Mass.

"Fixed prices are the chiselers' paradise. If you think chiseling is eliminated under price fixing, you have not been a public purchasing agent for the last year and a half."—Miss Mary E. O'Connor, director of purchase for New York state.

Quality Robber is Trade Wrecker

On the heads of macaroni manufacturers who so far surrender to the call for products "at a price" will fall the blame of wilfully wrecking a trade whose very existence depends on the good will of the consumers of this inexpensive and nutritious food. That is the view expressed by a keen observer who fears the ultimate results of the trend to lower and lower raw material grades in order to meet what should be nothing but an imaginary situation or condition.

"The question as to where the Macaroni Industry is heading is a most interesting one. It is my humble opinion that it is headed straight for destruction unless the members make a concerted stand for better grade products. There is no denying the fact that the Macaroni Industry as a whole has done itself untold, almost irreparable harm by producing immeasurable quantities of inferior macaroni to sell at unbelievably low prices. It will take years of building up to overcome the effects of this disastrous trend to cheapen as fine a piece of grain food as is made for human consumption.

"Within the past year it has been my pleasure to interview most of the leading manufacturers and all admit that the practice is wrong and that the trade will be years recovering from the 'price war' of the depression years. All recognize the evil, but what are they doing to improve conditions.

"From the milling standpoint there is

a development over which the ordinary macaroni man is not greatly concerned but which will soon make itself felt, particularly among those who seek and demand flour grades that are hardly considered as fit for human consumption just to meet a price. The macaroni trade through its insistence on low grade, cheap raw materials has placed the mills in a place where they are rapidly becoming unable to fill orders for these low grades. With a limited demand for No. 1 semolina or farina becoming almost negligible the mills are not able to produce the low grades or byproducts demanded. The result will be the certain curtailment of their raw material supply, even if it is the cheap stuff complained of, because the latter are more or less byproducts and unless a mill can run on No. 1 semolina a large portion of the time, it will not have any quantity of byproducts or cheap flours to offer.

"There is already a strong tendency in this direction and an impartial survey will develop the fact that practically all of the outstanding durum mills of the country are away behind in their orders for cheap grades, some of them being entirely out of the market for such inferior products, for which there appears at this moment almost an unfillable demand. The result, as I see it, will be that by continuing to buy such large quantities of low grades the industry will naturally boost the price of these low grades to themselves to such an extent that soon they will be paying almost as

much for flours that they have been accustomed to pay for No. 1 semolina.

"What will happen to macaroni consumption when that point is reached and which is closer to realization than even the most pessimistic care to admit? It seems obvious that the macaroni manufacturers who view the situation squarely and who are interested in not only their individual but the trade's welfare will realize just where the industry is heading and will do everything within their power to stop the trend and head the industry toward the quality base upon which only can a lasting trade be built. Their first duty to themselves and their trade is to order only a first grade semolina or other quality grades, promote the consumption of quality goods from the viewpoint of quality and satisfaction. There is still time for a determined effort toward quality betterment as the sole means of saving the industry from total destruction."

(The editor and the sponsors for THE MACARONI JOURNAL would be interested in receiving opinions of other Semolina and Farina manufacturers and users. What can be done to stem the tide toward the ruinous low grades that will never create good will or result in repeat orders, something which any manufacturer must have if he is to exist? Send in your comments for publication either over your own signature or anonymously as in the case of the author referred to above.)

HOW DO YOU SELL?

Psychology of selling, or the psychology of successful selling, is brought out in very interesting fashion in a recent issue of *Review of Reviews*, in an article by Donald A. Laird, comments the American Housewife's Bureau of New York city.

The author lists the four fundamental desires which prompt the buying of merchandise, or the doing of many things which seem to those watching a person sometimes a little ridiculous.

The four fundamental desires are:

- The desire to appear more adequate.
- The desire to appear more masculine.
- The desire for romance.
- The desire for life.

One can easily imagine the woman who buys glassware, linen, new card tables, etc. not always because they are bargains but because the possession of these things makes her feel more adequate among her friends.

The desire of the woman for masculine riding togs, says the author in substance or of the "he man" who stops in front of the haberdashery to admire and purchase masculine garments, is evi-

dence of the second desire. The male has always been powerful, and the possession of these things lends an aura of power.

We skip the desire for romance as it is so universal and subconsciously dominates nearly everything we do. The desire for life is why, particularly, people over thirty give attention to their diet, and also for the predominance of automobile advertisements which show the dangers of the many accidents due to carelessness. Do you want to live? Then equip your car with nonshatterable glass, nonskid tires, powerful brakes, etc.

Do you think of these fundamental desires in planning food sales? At least three of them apply very specifically.

A bounteous table has everything to do with an adequate household, and attractive "island" displays of food, stressing the better merchandise, such as quality canned foods, glassed products, particularly luscious fruits, macaroni and egg noodles in transparent wrappers or out of season vegetables, give that impression of opulence and adequacy which

makes the customer think of taking some of these things home for his own table.

The desire for romance ties in with everyday life, but particularly on such festive days through the year as Easter, Decoration Day, 4th of July, Halloween and the many others.

Lastly food is life, so why not try and sell it as other merchandise is sold, on the basis of psychology?

Tanzi In New Quarters

The Aurelio Tanzi Engineering company has announced to the trade removal of its office and showroom to more convenient and spacious quarters at 235 Fourth av., Suite 1001, New York city. Telephone number is Stuyvesant 9-7441. Though specializing in macaroni dies this firm handles a complete line of macaroni machinery.

One's destiny in life is mainly a matter of having or not having a destination for one's life.

Weighing our chances of success doesn't do much good, if we stop at that.

February 15, 1935

THE MACARONI JOURNAL

Vital to Semolina Quality —

Wheat Selection



BECAUSE no Semolina can be better than the wheat from which it comes, and . . .

BECAUSE only first quality Semolina can give macaroni that clear, golden color—that fresh firmness—that distinctive "nutty" flavor that builds retail sales and repeat profits . . .

THE SELECTION OF WHEATS for Gold Medal Semolina is guarded with the same extreme care that marks every step in the Gold Medal production program.

EVEN before the annual Durum crop moves to market, samples from the premier growing areas are sent to the Gold Medal plant. These samples pass through a series of actual milling and macaroni-making tests, and are graded for the quality of macaroni each produces.

Then, as the regular shipments reach the plant, samples from each car are carefully tested before the wheat is accepted and binned. And again, rigid tests are applied to the final "mix" before milling begins. This means three separate testing operations before milling—with many more to come!

The facilities of the greatest flour milling company in the world makes possible the skilled personnel, the laboratory and plant equipment to carry out these, and other, necessary steps to insure the uniformly high quality of the Semolina that is so vital a factor in developing—and expanding—your market. Remember—*quality always wins!*

Gold Medal Semolina

"Press-tested"

Secrets of Successful Trade Marking

Making the Macaroni Mark Self Memorizing

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Method of attack in trade mark promotion changes with the passage of time, even as the march of progress works its influence on strategy in warfare or any other activity. The latest fashion, if we may call it such, in brand impressment aims at making the trade mark self memorizing. Perhaps this designation "self memorizing" isn't as descriptive as it should be. But it is about as indicative as is possible. Just as definite anyway, as to refer to "automatic reaction" to trade marks, which is the way that some people characterize the new formula.

Self memorizing is a very special slant in the technique of cultivating public response to a brand, trade mark, label or similar means of identification. It is different from other somewhat similar means to the same end in that it seeks to put the responsibility on the public; to leave it to the everyday layman to initiate the recognition and remembrance of a familiar "signature." Plenty of effort has been made at divers times and in divers ways to make specific trade marks memorable; to make it easy, yes even instinctive, for a customer or prospective customer to recall and identify an advertised specialty clue. But here, if you please, is a plot that goes even deeper. Makes the macaroni cater do the work of keeping an insistent trade mark in the back of his brain and of summoning it whenever impulse starts his thoughts arunning.

Before having a look at what the pioneers are doing to accomplish self memorizing, perhaps we might inventory the reasons why it is so desirable to transform a trade mark into a self starter. By and large the main gain is in a saving of money and effort on the part of the brand owner. If we assume that a macaroni marketer may by loudly and persistently shouting his wares persuade Mr. Average Citizen to habitually buy his product and recommend the brand to friends, it goes without saying that his sales exertions are lessened if the said individual may be cued into a position where he needs no constant nudges to "repeat." If perchance the game may be so managed that Mr. or Mrs. Common People actually takes pride in ready remembrance of the brand name or trade mark package design the victory is all the more complete. In short, if self memorizing causes a customer once sold to stay sold the macaroni marketer has all the more time and resources to concentrate on new prospects.

Another reason, remote though it may appear, for the trend to self memorizing is to be found in the latter day conditions of store display and window dressing. As every macaroni captain realizes only too well, the multiplication in the grand total of grocery specialty items and the increase in the number of macaroni candidates is inevitably cramping the style of display. There is less "front line" space on counter and shelf for each brand. That means less punch in the cartons on parade proportionate to the smaller mass formation. Now you begin to get the secret. If a brand can be invested with a sensitive springs-to-mind quality it will be set off by a much smaller blast of package display than will be required for a foggy or forgotten trade mark.

Finally it is the effortless brand, the one that is on the tip of the tongue, the trade name which has inherent mental bounce, that is apt to become "standard" in any given line. And every macaroni strategist knows how desirable it is to have his pet accepted as standard. By the same sign public help in subconscious entrenchment of a trade mark is a boon to the trade mark owner who desires to draft the boomerang trade mark to put over a new specialty or related member of a full line. In short, the self memorizing trade mark is the main hope for the conversion of that considerable share of the American public which is shown by every consumer survey to be yet unregimented in buying by brand.

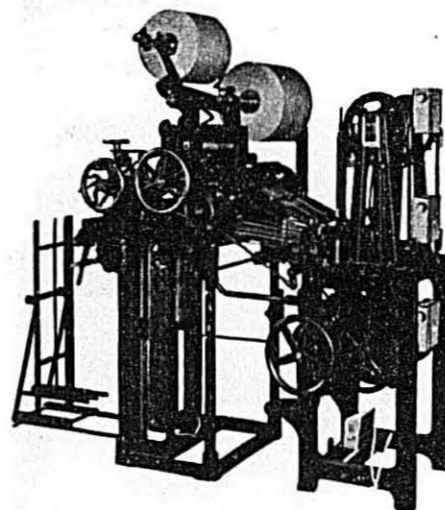
In the estimation of some of the shrewdest experts on marketing it is an unconscious itch to lay hold of self memorizing trade marks that is driving many brand makers to borrow or lease art or fictional characters that have an established hold on the public. An example of this capitalization of the popular favorites of picture and story is seen in the stampede to ride to consumer favor, especially juvenile favor, by adoption of Mickey Mouse. As a matter of fact this trailing of an idol from the funnies, or the films, isn't the ideal way to create an intimate trade mark that is self memorizing. The flaw is not in the mind clinging quality but in the circumstance that Mickey Mouse or any other transplanted mascot cannot be held to association with one particular product. If there are Mickey Mouse watches and Mickey Mouse cookies on the market, Mickey Mouse Macaroni would not monopolize every mental throwback to Mickey's individuality or personality. Admitting then that there are diffi-

culties in the path, how is automatic self suggestion to be won for a trade mark? What method may be used to hit upon a coined or fanciful word that will prove a mental magnet? It would be a plentiful job just to fasten on a commodity nickname guaranteed to pop into the mind on slightest provocation, even if one had no need to establish any bond of sympathy between the commodity and the memory-volunteer. Yet as a matter of strategy it is highly desirable to seek a brand which not only leaps to mind instantly when the mental switch is thrown, but which at this first thrust inevitably suggests the product involved.

Sharps whom I have consulted insist that the self memorizing quality in a brand name isn't as some people have supposed a matter of brevity or ease of pronunciation. Nor yet do they hold that the magic lies in word coinage. Indeed some of the best known invented words have been difficult for the public to memorize until laboriously pounded home by advertising reiteration. No, the theory of the above mentioned specialists among trade mark doctors is that the one best recipe for concocting a self memorizing trade mark is to seek a notation which at every contact fires the imagination.

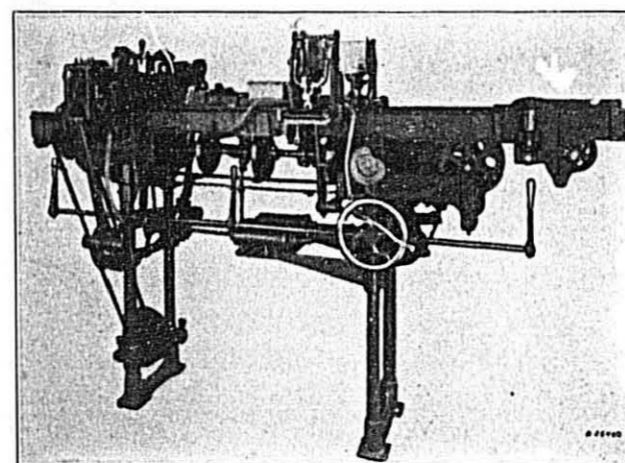
We all know how the mind works when it comes to remembering the names of individuals with whom we have short acquaintance. Some names are just naturally difficult to recall even though they are not jawbreakers. Other names come easy because they are mechanically suggested by themselves or by instinctive association with some object which flips into the mind at the slightest provocation. It is possible to have the same play of cause and effect with a brand name. Possible, that is, to pick a trade mark name which repeatedly reenters the thoughts of the average person who has heard it, either because it is directly connected with an arbitrary mental picture or because it is suggested at second hand by a train of thought which works as a fuse.

Probably no reader of the JOURNAL will expect the most earnest booster of the self memorizing trade mark to have a stock prescription for this temperamental dish. At any rate there isn't any rule of thumb. Discovery of a trade mark fraught with a natural gift for ready recollection is usually the result of diligent searches of the mind and the dictionary. With an alertness all the while for symbols or expressions eloquent or characteristic of the class



Above: Peters Senior Package Forming and Lining Machine with Automatic Carton and Liner Feeding Device. Automatically sets up and lines carton blanks at a speed of 60 per minute and replaces 5 to 7 hand operators.

Below: Peters Senior Folding and Closing Machine. Automatically folds both lining and flaps of filled carton. Speed 60 per minute. Replaces 5 to 7 hand operators.



SAVE \$7000 a year

WITH THESE TWO

Peters Machines

Actual production records over a long period prove that these two Peters Machines operated in tandem provide a saving in labor alone of as much as \$7000 a year. So efficient are these machines and so speedy that they may be operated only a small portion of the day and still provide distinct economies over hand operation. If you package in cartons, Peters Packaging Machinery can reduce your costs while providing a neater, sturdier, more uniform closure. Peters Engineers will be glad to consult with you on the planning or redesigning of your packaging equipment. No obligation. Write to---

Peters Machinery Company

General Office and Factory 4700 RAVENSWOOD AVE.

CHICAGO, U. S. A.



WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina

Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses and
Pumps

Champion Machinery Co.
Brakes, Flour Blenders, Sifters and
Weighers, Mixers



Responsible Advertisers of Macaroni-Noodle
Plant Service, Material, Machinery and other Equip-
ment recommended by the Publishers.

Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing Machines

Commander Milling Co.
Flour and Semolina

Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

Decatur Box & Basket Company
Shooks and Wooden Boxes

Duluth-Superior Milling Co.
Flour and Semolina

Charles F. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

Exact Weight Scale Co.
Scales

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina



National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

G. Tanzi Mfg. Co. Inc.
Dies

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

of specialty that is being branded. Very often a precious easy-on-the-memory trade mark is arrived at only after a long trial-and-error ordeal.

One rather surprising recommendation the experts do venture in this connection. They insist that the best chance of achieving a self memorizing trade mark is to forsake the beaten path of brand selection. It is only too obvious that in many specialty lines brand seekers are prone to run with the pack; to stick slavishly to a given type of trade mark. Behold for example how the makers of soap powders have rung the changes on one inspiration, with Rinso, Chipso and all the rest. The cue, by contrast, for a self-firer trade mark counsels avoidance of trade marks cut to pattern. The logic is that where there is a clutter of many brand names of a kind no one will readily stand apart. Much less thrust itself abruptly into human consciousness by its very novelty, euphony, congeniality or whatever trick quality it is that supplies the secret of the hard-to-forget trade mark.

THE WORLD'S WAY

The price tag the world puts on us is of our own writing.

The world will appear to rub us the wrong way just so long as we have rough edges that need to be rubbed off.

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 January 1935 the following were reported by the U. S. Patent Office: Patents granted—none.

TRADE MARKS REGISTERED

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

Dutch Lunch

The private brand trade mark was registered for use on egg noodle chicken dinners. Application was filed Oct. 27, 1933, published Nov. 13, 1934 in the Patent Office Gazette and in the Dec. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since June 1933. The trade name is written in heavy letters beneath which is a Dutch lady.

Catelli's

The trade mark of Catelli Macaroni Products Corporation, Limited, Montreal, Quebec, Can. was registered for use on alimentary pastes, macaroni, spaghetti and noodles. Application was filed Sept. 19, 1934, published by the Patent Office Nov. 20, 1934 and in the Dec. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since June 1929. The trade mark is the trade name in white lettering.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of American Macaroni Co., St. Louis, Mo. registered Jan. 26, 1915 was granted renewal privileges to the Quaker Oats company, Chicago, Ill., effective Jan. 15, 1935.

TRADE MARKS APPLIED FOR

Four applications for registrations of macaroni trade marks were made in January 1935

and published by the Patent Office to permit objections thereto within 30 days of publication.

Table Treat

The trade mark of La Premiata Macaroni Corp., Connellsville, Pa. for use on alimentary pastes. Application was filed May 2, 1934 and published Jan. 1, 1935. Owner claims use since Oct. 4, 1933. The trade name is in large outlined type.

Algeria

The private brand trade mark of Office Algerien D'Action Economique Et Touristique, Alger, Algeria for use on alimentary pastes and other groceries. Application was filed Sept. 11, 1933 and published Jan. 8, 1935. Owner claims use since April 1932. The trade name is written in white lettering on a black background.

La Bella Italia

The trade mark of West Virginia Macaroni company, Clarksburg, W. Va., for use on macaroni products. Application was filed Aug. 6, 1934 and published Jan. 8, 1935. Owner claims use since Aug. 1, 1934. The trade mark is the name in outlined type.

Gertos

The private brand trade mark of Gert & Co., Vienne, Austria for use on alimentary pastes. Application was filed June 25, 1934 and published Jan. 22, 1935. Owner claims use since Aug. 22, 1934. The trade mark consists of the name in heavy type.

LABELS

Okay

The title "OKAY" was registered Jan. 8, 1935 by Kentucky Macaroni company, Louisville, Ky. for use on spaghetti. Application was published Oct. 23, 1934 and given registration number 44925.

Lyden

The title was registered Jan. 29, 1935 by Washington Co-Operative Egg and Poultry association, Seattle, Wash. for use on spaghetti. Application was published Nov. 1, 1934 and given registration number 45045.

Buffalo Macaroni Plant Christened

Shiny white and buff walls, gleaming machinery, much hustling and bustling, starched white suits on the macaroni makers, roses in the executives' button-holes, smiling countenances and eager throng of visitors. All of this was the atmosphere prevailing at the opening of the Great Lakes Macaroni company in Buffalo the morning of Jan. 28.

Thomas Viviano and his partners had reason to take great pride in showing their many visitors through this new plant which was still in the throes of smoothing off the new machinery.

Following a general inspection of the plant some 150 members of the organization and their guests sat down to luncheon. At the speakers table, besides Mr. Viviano and his partner Philip Palmanti were Buffalo Health Commissioner Fronczak; President of the Buffalo Chamber of Commerce S. M. Flickinger; Harry Wilson, executive officer of the Larkin company, and acting as toastmaster was Samuel B. Botsford, executive director of the Buffalo Chamber of Commerce.

It was an auspicious occasion. The speakers dwelt particularly on the aggressive optimism of the executives of this organization in opening this new plant and in having such a modern, sanitary, extremely well laid out factory. The plant has a maximum capacity of

175 barrels a day with two high speed presses. Only four types of macaroni products will be made, all of which it will be possible to dry quickly, thus eliminating the necessity of having an over-quantity of drying rooms.

The luncheon guests were Buffalo chain store executives, wholesale grocers, flour millers, representatives of railroads and various other industries which may be allied with a macaroni plant of this kind.—(Contributed)

Scrip Provisions Stayed to May 1

The NIRB has continued until May 1, 1935, "or such prior date as may be further ordered," the stay of the effective date of the retail trades code provisions regulating the acceptance of scrip.

The provisions affected are Art. IX, Sec. 4, of the code for the retail trade; Art. VIII, Sec. 4, of the code for the retail jewelry trade; and Art. IX, Sec. 3, of the code for the retail food and grocery trade.

Each section had been approved subject to a temporary stay. In each case and collectively the stays have been extended. The latest stay would have expired Feb. 6, 1935.

A special committee of three was appointed under the code for the retail trade to study the scrip problem. Its report, submitted Oct. 22, 1934, recom-

mended substitute provisions for those which had been stayed but further recommended that the scrip problem be approached in codes of industries issuing scrip in wage payments, rather than in codes for trades accepting such scrip.

After the NRA advisory council studied the report of the committee, it reached a similar major conclusion that the scrip problem should be attacked through codes for industries using scrip for wages. The Advisory council recommendations and those of the special committee are now before the board.

This order extending the stay cites the board's findings that such a stay is "desirable until further efforts have been made to effect a control of the problem relating to company scrip, either by amending the codes of fair competition for the so-called basic producing industries, or otherwise."

ENCOURAGEMENT

Having nothing to regret isn't much to a man's credit if it is because nothing was attempted.

There's one thing that's better than having the things money can buy, and that is to be in possession of the vastly more important things it can't buy.

It'll be done in good time, only if it is done now.

An encouraging thought—we begin to arrive the moment we start!

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

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

They know Commander Superior Semolina is dependable.

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



COMMANDER MILLING CO.

Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



STOCK CARTONS FOR SPAGHETTI

Experience of a Texas manufacturer who sought a suitable stock carton in his test sales of a product different from the usual creamy colored spaghetti and difficulties encountered.

C. A. Sears, president of Nutty Brown Mills, Houston, Texas, whose firm manufactures and distributes a line of food products, including macaroni and spaghetti of a nutty brown color, in an article in Packaging Digest, December 1934, regrets lack of a suitable stock carton for products such as his firm markets.

"Packaging problems," said the author, "are probably of more concern to the small manufacturer than to the big national concerns. The latter have a sufficient budget to buy in quantities, to hire the best talent for designing and to make ample market analysis before adopting any package. But there are thousands of small manufacturers like myself who have found that packaging has been the greatest problem in manufacturing and marketing a product.

"For the past three years we have had a great deal of experience in packaging, some of which may be valuable to other food packers. This experience taught us that the first step in proper packaging is to make some study of the outlet for the package to determine the proper size before deciding upon the package itself."

The author's firm manufactures a macaroni and spaghetti that is brown in color since it is made of a mixture of wheat flour and cottonseed meal. Because his product is different in type from the usual and accepted golden or cream colored macaroni products, he quite naturally decided that he should adopt a different type of package, one that would properly contain 16 oz., thus being easily distinguished from the ordinary 7, 8 or 9 oz. carton. He continued:

"For our 16 oz. package we wanted to use cardboard folding cartons but when we tried to buy we found that there was no such thing as a stock macaroni-spaghetti box. All the manufacturers of these items have had to get their boxes or cartons specially made; hence the many sizes, shapes and designs. We wanted to buy 10,000 cartons as a trial order to see if the dark type of macaroni products would sell. We found that we would have to pay \$7 per thousand in 10,000 lots for plain boxes, spend \$50 more for art and plates, then an additional \$10 for printing the 10,000 boxes, making the total \$130.

"With no assurance that the package would sell, we tried another plan. We bought sheets of red paper 18 by 24 inches in size and wrapped the packages in this paper, which cost us \$5 per thousand sheets. We had a sickly yellow label printed at \$4.00 per thousand—and had our first experience in merchandising a food product. It wasn't so good. We found that eight out of ten women who would pick up the unattractive package at all would ask if there was a small size available. The 16 ounce size

was retailing at 15c. We then came out with a 7 ounce size to retail at 10c, which is much higher to the consumer, but the sales doubled immediately; hence, our suggestion of first determining what size packages to have before introducing the product to the consuming public.

"We made a trial of using cartons after a time, buying some left over stock of green enamel cardboard. The cartons cost \$7.00 per thousand; labels cost \$6.50 per thousand in 10,000 lots, and had to be stuck on by hand. This label was an improvement over the first one, as it had a special label plate made instead of having an all-printed label. This package further increased sales. But this was yet not what we wanted.

"We wanted to capitalize upon the fact that our product was a protein product, dark in color and different from the ordinary lines, for our product was retailing for twice as much as other lines and we had to have some reason for the difference in price. We wanted a carton with a transparent paper window—but here again, we found there was no such thing as a stock box. We could not afford to have such a box specially designed and made. We believe that box manufacturers should make up such stock boxes just as they do stock boxes in many other fields and sell to the small manufacturers so that these packers could have suitable labels printed and use them.

"Our third step in packaging macaroni and spaghetti was to adopt a cellophane bag for the 7 oz. size, using a foldover label at the end which is stapled to seal. This package has proven economical and desirable, as it permits visibility and has increased sales. We use this package because of low cost—but we yet believe the carton with a transparent window would give better results when all things are considered.

"We have redesigned our wrapper three times at a cost of \$40 to \$100 for each new wrapper. Two of the steps were taken because we saw room for improvement—the third step was taken because the health department of one state objected to a single word which appeared on the wrapper.

"Our experiments have been interesting if expensive for the small manufacturer. This experience would teach us that, if we were to start over again, knowing what we know now we would do these things:

"FIRST—Survey the field and see what size package the average housewife desires for the various lines.

"SECOND—See that the package conforms to all state and federal requirements.

"THIRD—Not attempt to redesign our package every time a food salesman, packaging supply salesman, retail grocer, advertising man or other party came to us with a hot idea, but to be open for suggestions, and to go to really big food brokers and get their ideas and reactions

on the types and kinds of packages to have.

"FOURTH—To consider the shipping and handling of packages and how they would appear by the time they reach the consumer.

"FIFTH—To display a portion of the product where at all practical.

"SIXTH—To make the package carry all the information possible relative to the product which the consumer will need so as to keep down needless correspondence.

"SEVENTH—To add the extra touches where possible to give extra snap.

"EIGHTH—To provide features that will insure a clean package when presented to the consumer.

"NINTH—To let the package material manufacturers assist me with my designs, asking for suggestions rather than telling them what I want in the way of designs.

"TENTH—To make price a factor, but not the determining factor in the selection of a package or type of package, for our experience has been that a little more invested in packages offsets our lack of a large advertising budget."

Sales Politeness

We're all polite enough in the ordinary ways of being courteous in manner and action as we contact customers. But by the very nature of things a lot of rudeness creeps into our conversational activities.

Being enthusiastic about getting our sales stories told, we're apt to be a bit hoggish in the matter of monopolizing the conversation. We feel we can't afford to let the customer break in on us, and quite commonly we are out and out rude in cutting said customer short.

We rightly class ourselves as experts on the subjects of the goods and services we sell. But that conviction prompts us to be overbearing at times in the statement of our facts. It betrays us into forgetting that the other fellow values his opinions even if they are not based on as thorough knowledge as ours.

We don't mean to be impolite, and we all realize the handicap which being so puts us under. So let's bear in mind all the time that it gains us nothing to say what it is to our sales advantage to say, if we say it in a way that creates a barrier to making a sale.

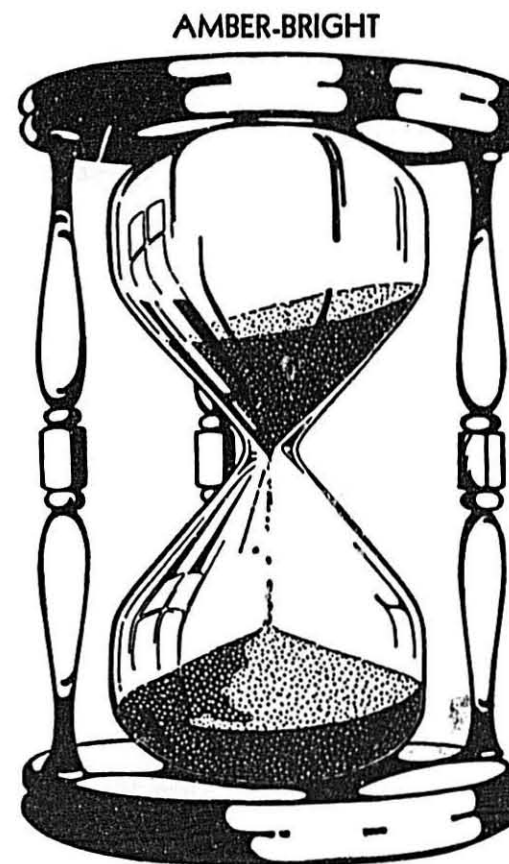
We need to be continually on our guard against this tendency to be too assertive, because we tend to become increasingly so with sales success. Many a salesman who finds his sales fluctuating may get the answer to that dilemma in the fact that as he experiences success he unconsciously takes on an arrogant way of stating his sales facts that topples him from the success he attained through meek and tactful statements of his sales facts.

A man can't expect to get very far when making excuses absorbs him to the exclusion of doing anything else.

NOW

MORE THAN EVER BEFORE

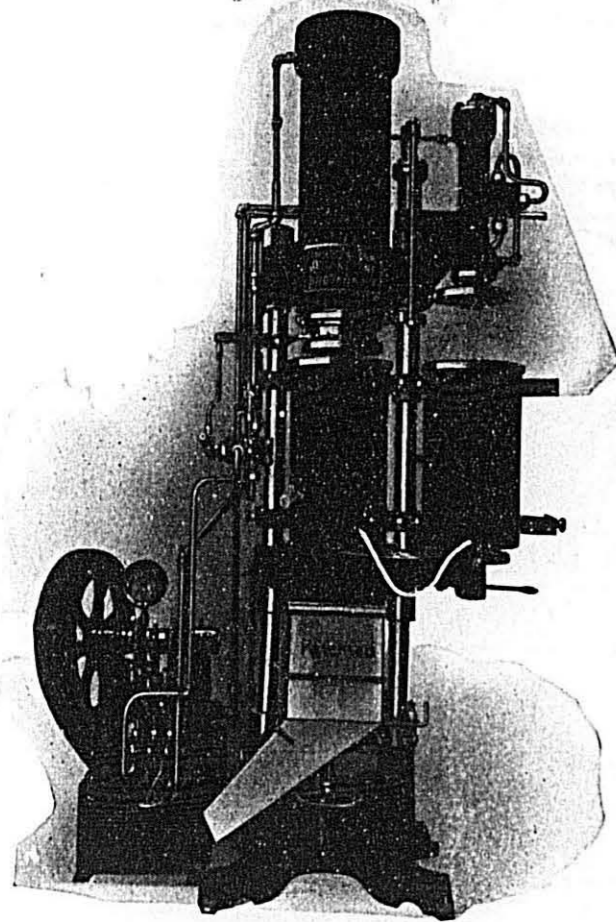
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S
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Outstanding Superiority

Consolidated Macaroni Machine Corporation
Designers and Builders
of
High Grade Macaroni Machinery



Another Consolidated Scoop. At Last! A Combination Press which is Practical and Produces both Long and Short Pastes with equal facility.

Our Double-purpose Press meets every requirement.

Has all improvements, many of which can only be obtained on our Press, among which are—

Improved Cutting Device
 Bronze Lined Pressure Cylinder
 Speed Control Valve
 Blow-proof Cap
 Improved High and Low Pressure Pumps

There are many others. This Press is fully described on our illustrated leaflet.

We invite your inquiries.

This illustration shows the Press with cutting device in position for the production of short pastes. On the opposite page is shown the Press with cutting device swung out of the way and the machine prepared for the production of long pastes.

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

Consolidated Macaroni Machine Corporation
Designers and Builders
of
High Grade Macaroni Machinery

The 1935 Streamlined 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.

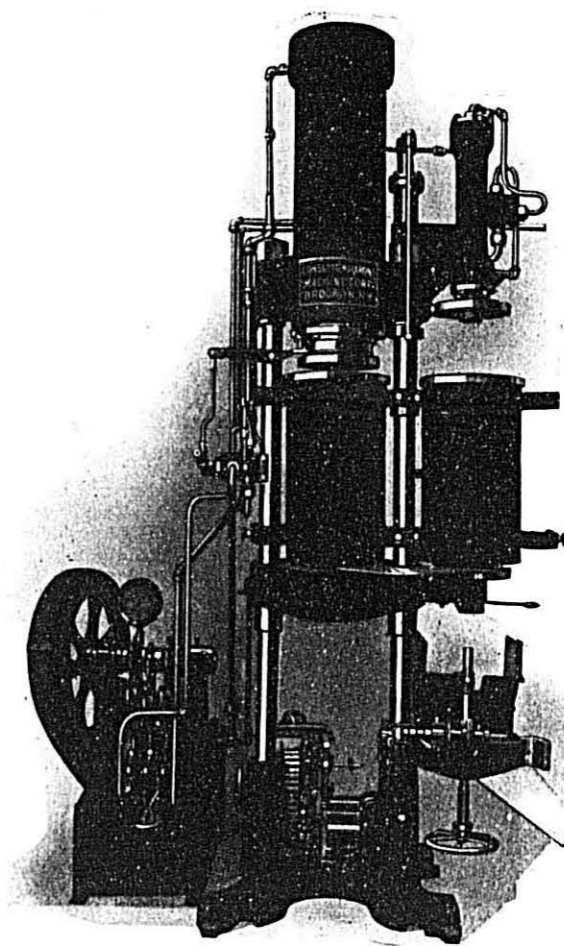
Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

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

Code Administration Cost

The actual cost to industry of administering all NRA codes is indicated to be in the neighborhood of \$41,400,000 a year, with an average assessment rate amounting to not more than 10/65 of 1% of the volume of sales by coded industries.

This figure was reported by a special accounting unit under Hiram S. Brown, NRA budget director, after an extended analysis not only of the code authority budgets passed on by NRA but also of those pending. The survey also includes the estimated expenditures of code authorities which operate on the basis of voluntary contributions from industry.

The indicated total was considerably below most official expectations and unofficial estimates. The figures are not final and indications are that after code authorities complete their organization and are able to relate their estimated needs to actual operation, the total expenditures will be still further reduced.

Establishing an annual total was difficult because budgets run for varying periods of time, are calculated on widely differing bases of contribution and are undergoing revision as code authorities enter their second budget periods.

In calculating the percentage of assessment rate to volume of business great difficulty was encountered because only in the case of 352 approved budgets was it possible to establish the total sales for the industries affected. For these 352 budgets it was found that \$38,118,000 of assessments applied on \$70,380,000 worth of business or a ratio of 1/19th of 1%.

This ratio was low because the figures included six budgets for industries having very large volumes of business with relatively low code administration costs. These six budgets included the baking, construction, retail automobile, retail drug, general retail industries and the investment bankers industry for which the ratio was only 12/1000th of 1%. Eliminating these six budgets the remaining 346 industries showed an operating ratio of 10/65th of 1%.

High assessment rates were found prevalent in the smallest industries which cover only a handful of establishments

each. Fourteen such codes had a rate of 1% or slightly more. In the total list of 352 however the accountants made the following classifications:

- 53 budgets under 1/10th of 1% of sales
- 109 budgets 1/10 to 1/4%
- 51 budgets 1/4 to 3/4%
- 19 budgets 3/4 to 1%
- 14 budgets 1% or over

FIVE GOOD THOUGHTS

An unlooked for contingency usually is an overlooked detail.

If it makes him feel good—let him brag.

Want to have the feeling of being pleased with yourself? Don't contradict when you justly might.

The man who runs things to suit himself, seldom likes the result.

If it needs a lot of encouragement it isn't genius.

Team work counts. No plant can reduce its accidents without team work. It is a first essential of successful plant safety.

And some stick out their chins for fate's blows so as to have something to whimper about.

International Exchange of Macaroni Products

The exports and imports for November 1934 show slight decreases from the previous month according to the report of the Bureau of Foreign and Domestic Commerce covering trade in this food-stuff.

Imports

For November 1934 the total importation of macaroni products was 81,774 lbs. with a value of \$7,340 to manufacturers of these products in foreign countries.

During the first 11 months of 1934 there was a total of 1,202,788 lbs. of macaroni products valued at \$100,628.

Exports

Exportation of macaroni products to

foreign countries shows a decrease for November 1934. There was exported total 165,326 lbs. worth \$13,842 to American manufacturers.

The total exports for the first 11 months of 1934 were 1,776,921 lbs. being shipped to 49 foreign countries and bringing to American manufacturers total of \$145,452.

Here is a list of the foreign countries to which macaroni products were shipped during November and the amounts exported to each.

COUNTRIES	POUNDS
Netherlands	5,210
United Kingdom	5,000
Canada	26,387
Br. Honduras	881
Costa Rica	796
Guatemala	1,506
Honduras	1,943
Nicaragua	1,949
Panama	22,796
Salvador	96
Mexico	9,539
Miquelon and St. Pierre Is.	161
Newfd. and Labr.	1,953
Bermuda	658
Barbadoes	552
Jamaica	2,437
Trinidad and Tobago	60
Other Br. W. Indies	1,169
Cuba	17,906
Dominican Rep.	27,292
Neth. W. Indies	3,349
Haiti, Rep. of	3,254
Virgin Is. of U. S.	3,079
Bolivia	77
Colombia	36
Ecuador	48
Br. Guiana	100
Peru	294
Venezuela	384
Br. India	189
China	863
Neth. India	2,419
Hong Kong	732
Japan	6,342
Philippine Islands	4,670
Syria	17
Other Asia	48
Australia	96
French Oceania	680
New Zealand	21
Br. E. Africa	91
Union of S. Africa	7,063
Gold Coast	77
Nigeria	12
Other French Africa	3
Liberia	187
Mozambique	2,107
Hawaii	91,431
Puerto Rico	46,921

30,628

THE GOLDEN TOUCH

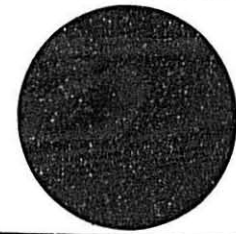
King Midas Semolina

A better semolina, even in granulation and rich in color, for macaroni manufacturers who realize that quality is the surest and most permanent foundation on which to build a bigger and better business.



King Midas Mill Co.

MINNEAPOLIS, MINNESOTA



Don't Gamble with Moist Soiled Shooks!

USE DECATUR SHOOKS ALWAYS DRY - CLEAN - BRIGHT

WE SPECIALIZE IN ATTRACTIVE WOODEN BOXES FOR QUALITY FOOD PRODUCTS

Mill and Main Office Decatur, Ala. NRA

DECATUR BOX AND BASKET COMPANY

INCORPORATED

SALES OFFICE: STARKS BUILDING

LOUISVILLE, KENTUCKY

THE ENERGY FOOD

Macaroni Facts and Cooking Hints



Food authorities very generally agree with the facts contained in a recent press release to the effect that "Macaroni, Spaghetti and Noodles are really used too little in the average American housewife's daily menus. They are appetizing, healthful and very economical, for with frequent use it is possible to use up many leftover meats and vegetables."

Lack of the proper knowledge of the food value of good macaroni products is directly blamable to the manufacturers who have not taken advantage of the nutritiousness of their food to pass on the facts in the manner usually employed by competitive, less healthful yet more costly foods. In the language of the well known wit, Will Rogers, "The Cure, Mr. Macaroni-Noodle Manufacturer, Is in Your Lily White Hands."

With the approach of the Lenten season, the harvest season for these foods since they fit in so perfectly with the demands of millions of consumers who curtail their meat consumption during this church festival, the consumption of this foodstuff greatly increases but the per capita use during Lent is only the rate of consumption that should flourish the entire year were the simple, yet interesting facts made as fully known as the anxious housewife is ready to accept them.

For instance there are many who do not know that macaroni, spaghetti and noodles are grain products whose basic ingredient is purely of high grade wheats specially ground to retain many of the elements of the kernel that is otherwise lost in the usual process of making ordinary flour. Further, that eggs are added to noodles, making them considerably more nutritious in certain combinations. The consumption of these three products, yet all of the same family, popularly called "The Energy Trio," could easily be trebled in 1935 if the manufacturers would continue their Lenten effort throughout the balance of the year.

Besides their attribute of blending properly with other foods, fresh or leftovers, they are themselves very tasty and nutritious when properly prepared in any of the numerous ways which any manufacturer can recommend. They do much also to relieve the monotony of menus. The variety of ways in which they can be cooked is almost unimaginable. They can be served independently or in tasty combinations with fish, oysters, meats, vegetables, cheese and with a number of appetizing sauces.

Of this trio of flour-foods, the tall, slender one is Mr. Spaghetti; the plump one is Mr. Macaroni; the flat one, Mr. Egg Noodle.

The amount of water used in cooking these articles of food is important. Six cups of water are usually sufficient for cooking an 8 oz. package of macaroni or spaghetti, or a 4 oz. package of egg noodles. With this amount of water the cooking process should be carefully watched, but there will be little water to pour off after cooking and the flavor will be better.

Have the water rapidly boiling, and salted, before adding the macaroni, spaghetti or egg noodles. Use a slow flame—only enough to keep water at a boil. If additional water is required, add only boiling water. Drain water off immediately after cooking.

The time required to cook these items varies according to the brand you use. The product is "tender" when the end does not look chalky white when a piece is cut. These articles of food should be cooked until tender, but not flabby. Macaroni products that have been cooked too long become soft and shapeless.

To make the macaroni tubes or spaghetti strands stand apart after cooking, blanching is recommended to remove the excess starch that "boils out" of macaroni or spaghetti particularly of the cheaper grades made from flour. Use either hot or cold water for blanching after the cooked products are drained of the cooking water, selection of the temperature of the water depending upon the macaroni-spaghetti dish to be made.

The American conception of the favorite Italian spaghetti is that it is a tasty combination of good spaghetti with cheese and a tasty, piquant gravy or sauce of tomatoes and meat juices. The truth is that this is but one of dozens of ways in which the Italians eat this "strength" food, though perhaps the most popular. To whet and then to satisfy their appetites for macaroni-spaghetti they must have it served in many tasty combinations. Because some Americans do not relish so much highly seasoned combinations as do the Italians whose long use of this grain food has schooled them in their proper blending qualities, several recipes are recommended that may appeal more to the light eater Americans than they do to Italians who prefer their spaghetti with much seasoning and with nippy cheese.

Here are some Chicago favorites that should become generally accepted if properly prepared according to the very simple, inexpensive methods suggested:

Egg Noodles Corona is a very decorative, very festive, but very easily made dish from the chef of the Lake Shore Drive hotel in Chicago. To make, cook 12 oz. egg noodles until tender, then

drain. Butter a ring mold thoroughly, and fill with egg noodles. Bake one hour in a moderate oven (325 degrees F.). Fry 1 small onion, chopped in small amount of fat, add 1 lb. veal cut in squares and sprinkled with salt and pepper, and brown meat well. Add 1 1/2 cups water, 1/2 tsp. Worcestershire sauce, and cook gently for 45 minutes. Thicken gravy with small quantity flour mixed with cold water. Add 1 can peas, drained and 1 can mushrooms if desired, and heat thoroughly. Release noodle ring, turn onto serving plate. Fill center of ring with meat and vegetable mixture. This recipe makes 4 generous servings.

Spaghetti and macaroni combine particularly well with sea foods, and make excellent Lenten dishes. Spaghetti Surprise, made with oysters, is made as follows: Cook 8 oz. spaghetti until tender. Drain. Place spaghetti and 1 quart oysters in alternate layers in buttered baking dish. Make a white sauce of 2 tbsp. butter, 2 tbsp. flour, and 1 1/2 cups milk, and liquid from oysters. Pour this over the spaghetti. Cover with buttered breadcrumbs. Bake in a hot oven for 15 minutes. Serve piping hot with Manhattan Sprinkle, which is made by frying chopped blanched almonds in olive oil or butter until brown, draining on brown paper and salting well.

Spaghetti Marine, as served at "Le Petit Gourmet" in Chicago, is made of shrimp and spaghetti. To make, cook 1/2 lb spaghetti until tender, drain and blanch. Make a cream sauce of 4 tbsp. butter, 4 tbsp. flour and 1 1/2 cups milk. Add to the cream sauce 1 1/2 tsp. curry powder, 1/4 tsp. salt, and 3/4 lb. cooked shrimp. Cook until shrimp is thoroughly hot, add 1 tsp. lemon juice and 1 tbsp. chopped parsley. Place spaghetti around edge of platter as ring, fill center of ring with shrimp. Sprinkle with paprika and garnish with parsley and green pepper strips.

Sermonettes

None of us is denied advantages. It's just that the great majority of us are accorded the privilege of winning them for ourselves.

A man's situation is hopeless, only if he is.

The faults we find in others, we find so readily because we have become familiar with them through having them within ourselves.

No man is done while there's still something he can do to prove that he isn't.

Teaching the difference between right and wrong should include teaching the difference between right and wrong thinking.

February 15, 1935

THE MACARONI JOURNAL

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Propose Prohibition of Premiums

The macaroni industry through its Code Authority and in accordance with the wish of the majority of the members as expressed in replies to a questionnaire on the subject has proposed the following amendment to the Macaroni Code that would prohibit the free use of premiums in sales promotion:

"Amend Art. VII, Sec. 8 to read: No member of the industry shall offer or give any prizes or premiums or gifts, directly or indirectly to any trade buyer or to any purchaser or to the consuming public. This shall not be deemed to prohibit the giving of advertising pictures, calendars or articles of no possible intrinsic value."

The NRA has issued to all concerned a notice of opportunity to be heard on the proposed amendment as submitted in the Macaroni Code Authority's application for amendment, and advising public that a hearing will be held by the National Industrial Recovery Board beginning at 10:00 a. m. Feb. 26, 1935, in the North Room of the Mayflower Hotel, Washington, D. C. and to be continued until completed. Weld M. Stevens, deputy administrator, will preside at the hearing and G. G. Hoskins, chairman of the Macaroni Code Authority will present arguments favoring the adoption of the proposed amendment.

The public notice advises all persons concerned that an opportunity to be

heard (either in person or by duly appointed representatives either by appearance or by sending a written or telegraphic statement) will be given to persons or groups who can show a substantial interest as workers, employers, consumers or otherwise, in the effect of any provision of this proposed amendment.

Those wishing to be heard must comply with the following simple requirements:

(1) A written or telegraphic request for an opportunity to be heard must be filed before noon on Monday, Feb. 25, 1935, with Deputy Administrator Weld M. Stevens, Room 506, Barr building, Washington, D. C.

(2) Such request shall state the name of (a) any persons seeking to testify in the hearing, and (b) the persons or groups whom he represents.

(3) Such request shall contain a statement setting forth without argument, a proposal: (1) for the elimination of a specific provision of this amendment; or (2) a modification of a specific provision, in language proposed by the witness, or (3) a provision to be added to this amendment in language proposed by the witness.

(4) At the public hearings, all persons are regarded as witnesses, and shall present orally facts only and not argument. Written briefs or arguments may be filed, but oral presentations will be confined to factual statements only.

(5) In the discretion of the Deputy

Administrator in charge of the hearing, persons who have not complied with the requirements of paragraph (1), above, may be permitted at any time prior to the close of the hearing to file written statements containing proposals for eliminations from, modification of, or additions to the Code supported by pertinent information or argument. Such written statements must be condensed as much as possible.

Public hearings are solely for the purpose of obtaining in the most direct manner the facts useful to the National Industrial Recovery Board, and no arguments will be heard or considered at this time. Representation of interested parties by attorneys or specialists is permissible, but it is not to be regarded as necessary. Industry, workers, and the consuming public will be represented by special advisers employed by the government.

ADAGES

Thinking of others too generally takes the form of having opinions about them.

There's always room for argument, if one insists upon elbowing one's way into it.

If we don't get enough sympathy, we might well suspect that we want more of it than is good for us.

The big shot in any line may be spotted by the fact that he fires no verbal blanks.

THIS IS THE TREE WHERE ALL THE FAMOUS MACARONI NOVELTIES GROW!

G. TANZI MFG. CO. INC.

I SHALL FEEL REWARDED IF I CAN HELP MORE MANUFACTURERS TO MAKE BETTER MACARONIS

ACCURATE MACARONI DIES
7307 NEW UTRICHT AVE.
BROOKLYN, N.Y.

Notes of the Industry

Forty Years' Success

Forty years of experience in noodle manufacture has established J. E. Breckbill high in the esteem of discerning cooks in Columbus, O. While the output is sold mainly through a chain of stores operated by Mr. Breckbill much of it finds its way to consumers through other outlets in Frank county, where customers willingly pay twice as much for Breckbill Noodles as for other brands according to the press dispatches from Columbus.

Spaghetti Causes Odd Accident

Paul E. Watts, 11 years old of 1912 Grant st., Berkeley, Cal. suffered an odd injury while attending to the boiling of spaghetti for the family dinner. His mother, Mrs. William Watts, had prepared a kettle full of spaghetti for the family dinner, and assigned to her young son the task of watching the spaghetti boil and bubble. He was seated on a box near the kitchen stove when suddenly the lid popped off the kettle, spraying the boiling mass of food and water over his left leg, badly burning that member. He was rushed to the Berkeley General Hospital where after receiving first emergency treatment he was able to be removed to his home. His one desire when convalescing from the burns was for some of his mother's tastily cooked spaghetti, which he obtained to his full satisfaction.

Ask Bread Peddling Ban

Macaroni manufacturers, especially those interested in the distribution of egg noodles from store to store either directly from their own trucks or through distributors, will be concerned over the outcome of the action suggested by the Niagara Falls, N. Y. bakers who petitioned the city council to ban bread peddling. The prime purpose of the move is to prevent Buffalo bakers selling their baked goods in that city, citing a city ordinance which prohibits peddling in the city without a license. The organized bakers of the "City of Tourists" have gone so far as to request the city fathers to amend the ordinance should it be found not to properly protect home industries against alleged dumping by outside competitors. Favorable action on the petition would seriously affect the store to store distribution of other products including egg noodles.

Noodle Maker Rewed

The reenactment of the service which 25 years ago made them man and wife was the feature of the silver wedding anniversary of Mr. and Mrs. Isaac Sib-

ler of Baltimore, Md. in a celebration witnessed by over 300 relatives and friends on Jan. 15, 1935. Among the renowned guests were Mayor Jackson and State's Attorney Wells of Baltimore, the city in which Mr. Sibler has operated a bakery and a noodle manufacturing establishment for nearly a quarter century.

Adds Noodles to Pretzels

The Baker Pretzel company, Baltimore, Md. is installing new noodle machinery to manufacture its own brand of egg noodles in addition to its famous pretzels. The firm has a wide distribution in Baltimore and adjoining counties. It is expected to have the noodle department in full operation early in March.

Noodles 30c to 40c a Pound

While manufacturers in certain parts of the country are combating unheard of low prices on egg noodles, a firm in Columbus, O. boasts that practically its entire output is still being sold at prices ranging from 30c to 40c a pound and that because of the quality of its products and the confidence of its customers it does not fear competition such as that which is driving other noodle makers frantic. The moral—Pay more attention to your quality, to your own business and forget about your competitor's. That's the road to profitable business.

Gaetano D'Avella Dead

Gaetano D'Avella, aged 80 years, one of the oldest macaroni manufacturers in northern New Jersey died Jan. 16, 1935 at his home at 46 Belmont av., Belleville, Newark following a brief illness. He was the founder and senior member of the D'Avella Macaroni Company, Inc. whose well known macaroni plant is at 53-55 Heckel st., Newark. Trained as a youth in Italy as an expert macaroni maker he followed the trade in this country until he organized his firm and erected his own plant in his adopted country.

He is survived by three sons, Thomas C. of Belleville, a Newark attorney; Peter A. and Eugene D'Avella of Newark and three daughters, Mrs. Leonard Cousins, Mrs. Frank Massini and Mrs. Joseph LoBello. The funeral was held from the old macaroni man's home to St. Anthony's Roman Catholic church, Belleville, N. J., where a solemn high mass was celebrated before burial in Hollywood cemetery.

Supports Cooking School

Officers of Campanella-Favaro-Glavinano Macaroni corporation of Jersey City were among the many sponsors of the

cooking school conducted in that city early this month under auspices of the *Journal* of Jersey City, N. J. The hostess was Mrs. Thomas J. Gantley, president of St. Ann's Guild of St. Ann's Home for the Aged who on accepting her assignment at the opening of the successful show pointed out the benefits of a properly conducted cooking school to any community. The merchants of the community under the leadership of the *Journal* cooperated in making the school unusually successful this year.

Johnstown Has New Plant

Business leaders, officers of the Citizens' Council of Greater Johnstown, Pa. and the board of governors of Radio Station CCGJ, joined with officials of the newly organized Milano Macaroni Co., Inc. and its employees in celebrating opening of the latest addition to the city's industries, a small but very modern macaroni manufacturing plant, the last week in January.

The plant is at 92 Spruce st. and is equipped to produce between 25 and 30 bbls. daily, but is so constructed as to permit easy and ready expansion to meet increased business demands. Because the plant was financed by local capital, distributors, retailers, civic organizations, stockholders and the public in general has accorded the new establishment every encouragement, according to the press of that city.

Following the public ceremonies at the opening, all of which were put on the air over station CCGJ, the guests, officers and employees sampled the products of the new macaroni plant. Huge quantities of tasty macaroni and spaghetti prepared in true Italian style by chefs who know just how to blend the nutritious brands with tasty cheese and tomato sauce. Twenty employes compose the plant's production staff pending installation of additional machinery. Distribution will be chiefly through central and western Pennsylvania.

James J. Hickey Dead

James J. Hickey, aged 74, a pioneer of Minnesota, died early this month in the home of his daughter, Mrs. James T. Williams, wife of the president of The Creamette company, Minneapolis. He had made his home with his daughter for the past 20 years, and was a resident of Minnesota for over 40 years.

The "Long" and "Short" of It

Athlete—Mom, this spaghetti reminds me of football.

Mother—How, son?

Athlete—There's always ten more yards to go.

February 15, 1935

THE MACARONI JOURNAL

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When High Quality Counts

Use **CAPITAL PRODUCTS**

OUR brands—AA-1 and Capri Semolina—produce macaroni of distinctive quality. They assure you of a fine translucent character of the macaroni product, and exceptional eating quality of the cooked macaroni.

CAPITAL products represent the best in milling skill, as well as superior judgment in the selection of Amber Durum wheat.

Try Capital products on your next order.

CAPITAL FLOUR MILLS

INCORPORATED
OFFICES
Corn Exchange Building
MINNEAPOLIS, MINN.

MILLS
ST. PAUL, MINN.



GOOD SIGN!

We are extremely busy filling orders for new Dies and repair work. It's either business on the up and up or the Macaroni Manufacturer coming to realize where to find good Dies, efficient repair work and unquestionable services. Whatever the case—GOOD SIGN!

Inquiries for our FUSILLI ITALIANI DIES are also coming in to justify our expenditures in perfecting and patenting this Die.

We have missed yours. Better come early!

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"

Spaghetti Etiquette

EDITOR MACARONI JOURNAL:

My family has recently learned to appreciate the true value of spaghetti and macaroni, but I fear that we lack much of the proper spaghetti eating technique. When we serve spaghetti or macaroni in long strands or strips, should it be eaten in the long pieces? Is it permissible to use a spoon?

Anxious Mother.

It may be considered a feat of dexterity to eat the long spaghetti strands or macaroni tubes in the Italian fashion because when inexperienced Americans attempt mastering the long strands without cutting them, they very generally make quite a mess of the eating process, and incidentally quite a mess of themselves and the table linen. The Italian spaghetti eating etiquette can be acquired only by experience and patience. It is recommended that beginners eat their spaghetti slowly and in small mouthfuls. Entwine only a strand or two on your fork, by twirling the fork until the full length of the tasty strand forms a small ball on the fork before placing the food in your mouth, but it would be much better for the real hungry ones to cut their spaghetti or macaroni into short lengths with their fork. Italians sometimes use a spoon in addition to a fork in the spaghetti handling but the spoon serves merely as a base against which the twirling fork "balls up" the entwined strands. Using a spoon as one would use it in drinking soup, is hardly con-

sidered proper among Italians but it does insure the safe passage of the elusive strands from plate to mouth.

Study of Distribution Differentials

The National Industrial Recovery Board announces it has authorized a special inquiry of existing and proposed code provisions dealing with distribution differentials affecting the channels through which goods flow from manufacturer to retailer.

Changes in distribution channels, development of new methods, and practices intended either to protect existing distribution facilities or to foster novel or special agencies have been increasingly important problems. Sufficient experience has developed under the codes, supplemented by studies and proposals made by interested parties, to permit a thorough study by the administration. The survey is intended to show to what extent and by what policies the NRA can and should contribute to their solution.

Dr. Willard L. Thorp, chairman of the advisory council has designated to undertake the study.

The problem of distribution differentials has become important because of the acute competition between jobbers and manufacturers who sell direct to retailers or between jobbers and mass distributors, or between long established agencies of distribution such as jobbers or brokers and novel or special agencies

of distribution such as truckers or co-operatives.

Price at Which It Sells—

The salesman who fails to adequately stress the features of what he is selling which go to make up good value in it invariably finds himself up against the job of justifying the price at which it sells.

If we have frequent occasion to justify the price of what we are selling, we are inclined to tell ourselves that it is because the price really is high. But we are up against that difficulty usually because we failed to do a good job of selling value.

On the surface it may seem to a salesman that most customers are interested solely in buying at the lowest obtainable price. But digging below the surface invariably uncovers the truth that they are even more interested in buying lasting quality, in buying at the price which insures their getting what they wish to realize through the contemplated purchase.

Try doing full justice to quality and all that that means in the way of insuring the most value for dollars spent. Stress dependability and durability to such an extent that the customer will feel that he is not in a position to challenge a slightly higher than average price—and you'll have fewer such challenges. The price isn't too high; the value structure hasn't been built high enough.

Catelli Firms Reports Profits

According to Canadian papers, the Catelli Macaroni Products corporation of Montreal, Quebec enjoyed a very good year in 1934. For the year ended Nov. 30 the net profits of the concern, the largest in Canada were \$81,326, an increase of \$7,000 over those of the previous year.

From the French press of Quebec comes information that during the year 1933 there was converted into macaroni, spaghetti, vermicelli and noodlés 27,200,000 "livres de farine," 13,480 "douzaines d'oeufs," 33,218 "livres de poudre d'oeuf," 8,625 "livres de poudre de lait," 37,982 "livres de sel," 878 "livres de matiere colorante." Of the 16 macaroni plants in Canada, six of the establishments or "etablissements" are in Ontario, four in British Columbia, three in Quebec, two in Manitoba and one in Alberta.

In 1933 the Canadian firms exported 3,872,319 livres of their products, of which Great Britain received 2,945,263 lbs and the remainder was exported to New Zealand, Japan, British Indies, China, Bermuda and other countries.

THREE THOUGHTS

The crops we lose because crops fail now and again are a negligible loss compared to those lost because we failed to plant them.

The chap who puts one over on us probably could not have done it if we hadn't made the mistake of underrating him.

You can make yourself anything you want to be if you can make yourself try again and again.

BAUR FLOUR has power.

It will pay you, like others, to use

ROMEIO

Unbleached Hard Wheat Flour.

Telegraph for price today

BAUR
Flour Mills Company
Est. 1870 St. Louis, Mo.

Noodles

By Mack SpagNoodle



Big Opportunities for Little Fellows

Is this period of commercial low blood pressure proving an opportunity for the small business man?

I am not suggesting it is a misfortune to have a big business plant and I am not encouraging big merchants to become little merchants. Everyone would rather be successful in a big way than in a small way and some would rather be big failures than small successes. And yet, just at present there are owners of pretentious concerns who would willingly trade places with little fellows who are joggling along in financial security.

It is a national characteristic, this desire to cut a wide swath, to bore with a big auger. Our unwillingness to be thought picayune when competitors are powerful has had something to do with bringing our business conditions to their present state. A people satisfied to plod along at a modest pace, advancing no faster than they can advance in security, will not suffer from over-expansion, not to say super-expansion.

Some quality houses have not been getting along too well. Too many people buying cheap. They may be paying more in the long run, but for some time a lot of us have not been thinking about the long run.

Many people have turned to cheaper or smaller sources of supply because they must. Many are ready now to turn back to the high priced stocks, but there remain many who must be accommodated by low priced goods and services.

There are some small business men who are on their way to become big business men. There are plenty of "future greats" who are today working their way up in little shops. Always there are men coming along by that route. Right now there may be more rather than less of them. The present may offer opportunity for these small but ambitious chaps.

The big business need not change to a small business and the quality establishment need not give up all its quality pretensions, but every large concern may profit by consideration of the reasons why the little business is being patronized by buyers who previously thought it beneath their notice, and it may find success in catering to the buyers who are still economizing.

A User's Comment

VIVISON MACARONI COMPANY, INC.
Manufacturers of
MACARONI, SPAGHETTI AND FANCY
NOODLES
2431-37 Orleans St.
Detroit, Mich.

Dec. 31, 1934

CHAMPION MACHINERY COMPANY,
Joliet, Illinois.

Attention Mr. F. A. Motta:

Dear Sir:

We have had one of your Champion Blender and Sifter Outfits in our plant for some time and want to state that we are well satisfied with same.

Also, we wish to thank you for the prompt and courteous service, particularly in the case of emergency.

Yours very truly,

VIVISON MACARONI COMPANY,
By Sam Viviano.

Champion Equipped Plants

are the successful plants in the macaroni and noodle manufacturing industry. Champion equipment enables them to save many hundreds of dollars annually and to produce superfine quality products which result in a steady increase in business.

The modern Champion Flour Outfit shown here will pay for itself over and over, because it insures absolute accuracy, increases handling capacity and enables you to turn out uniformly good products day in, day out. Ask us to send you full free details TODAY!

Champion Machinery Co.

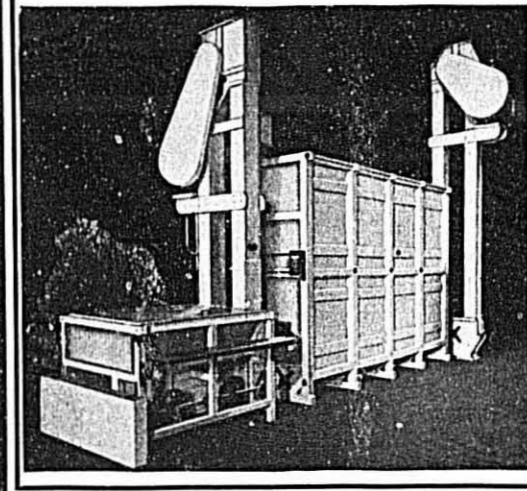
JOLIET - - - ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets

New York, N. Y.



Code No Guarantee of Success

Unfortunately too many members of the macaroni industry have not yet been able to convince themselves with what should be so self-evident, that the macaroni code cannot overnight change the habits of an industry that have developed through the ages, that it is purely and simply a legal means whereby group action may be taken to solve industry rather than individual problems.

It was never intended to make a good business man out of a mediocre one, though it does outline a procedure which if followed religiously may help one be a bit more successful than usual.

It will not compel a manufacturer to produce and sell a better quality of goods than he is disposed to make and sell, though the code does set up regulations concerning proper labeling and branding that enable buyers to know what all buyers and consumers should know about their foods, the grade of the raw materials used, and this slight consideration of the consumer may create a trend toward better qualities.

It will never make a better salesman out of a poor one, and that is the purpose of this article, to quote a successful merchandiser's bulletin on this timely subject, a bulletin that should be of interest not only to all of the salesmen addressed but also to all macaroni manufacturers as well. The bulletin referred to reads:

"JUST 'TACKS OUT OF THE ROAD'"

Possibly one of the disappointments in connection with the food and grocery code is that a great many food dealers have been led to believe: that the code will prove the means of success for them regardless of their own personal efforts. Frequently retail food dealers grasp at such "straws" only to wake up to their disappointments.

H. H. Sack, president of the California Retail Grocers association, who generally writes and talks to the point,

sums up this situation in the most appropriate following manner:

"Nothing can make good grocers out of poor grocers, except themselves. Many grocers look to the food code as the one thing that is going to help them make money. This is a great mistake. The food code will sweep some of the 'Tacks out of the road' but it will certainly not guarantee or help a poor grocer to make money.

"We owe a great deal of thanks to the code authorities all over the state of California for the splendid work they are doing. These men receive no pay and are working for you day and night to eliminate unfair trade practices, unfair competition whenever it is properly brought to their attention. They will try to once and for all time bury the chiseler, so he will never be able to come up again. Let us hope so.

"It is the belief of a great many that the food code will eliminate certain practices in the business world so that the man who is in business honestly trying to serve the public, does business in a businesslike way, should do so without cutthroat or unfair competition. The food code tries to put all of us on an equal and fair basis, but now it is the survival of the fittest. The food code will not make good grocers out of poor grocers but it will help to make good grocers more successful. *Nor will it make good Macaroni salesmen out of poor ones.*"

Stay in Waiting Period Remains

The Macaroni Code Authority after consulting members of the industry at the midyear meeting in Chicago Jan. 17, passed a resolution petitioning the National Recovery Administration to reconsider its previous decision of staying the provision in the macaroni code which requires a 5-day waiting period after posting prices before they could be declared in effect. The wishes of the industry were immediately made known to Washington authorities who early in February advised that there has been no change in

the government policy respecting waiting periods and that it would be impossible at present to grant the industry's request. The decision was made known to Chairman G. G. Hoskins of the Macaroni Code Authority in a letter from Richard S. Scott, assistant deputy administrator in charge of the macaroni code which reads in part as follows:

"I acknowledge receipt of your letter of January 25, in relation to the resolution adopted unanimously by the Code Authority at its January 18 meeting to reinstate the waiting period in the Macaroni Code.

"As you know, the policy of the Administration is opposed to the waiting period, and pending a change in policy as a result of the price hearings lately held by the board I can only advise you that we cannot acquiesce in the request of the Code Authority."

All of which means that price changes will continue to become effective immediately after they are properly filed with the Code Authority, subject however to investigation before approval.

SMILES

Lad—"Father, what part of speech is 'woman'?"

Dad—"Woman' is not a part of speech; she is the whole thing, son."

Betty (who has been served the wing of the chicken)—"Mother, can't I have another bit? This is nothing but hinges."

Pete—"So when Smith was in the army he refused all offers of promotion?"

Repeat—"Yes, he said he'd rather be a private with a chicken on his knee than a colonel with an eagle on his shoulder."

She—"Good heavens! Who gave you that black eye?"

He—"The bridegroom for kissing the bride after the ceremony."

She—"But surely, he didn't object to that ancient custom?"

He—"No—but you see it was two years after the ceremony."

RAW MATERIALS COST BASE

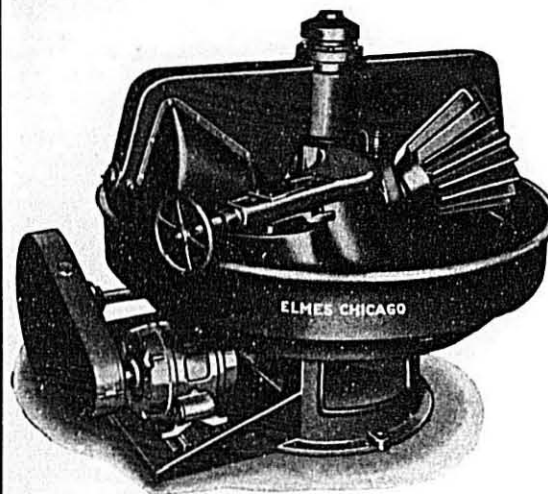
Supplied Monthly by the Macaroni Code Authority as the Market Basis to be Used for Prices Filed for February, 1935

Material	Basing Point	Price F.O.B. Mill	Region 1 Boston	Region 2 New York	Region 3 Philadelphia	Region 4 Pittsburgh	Region 5 Rochester	Region 6 Chicago	Region 7 St. Louis	Region 8 New Orleans	Region 9 Dallas	Region 10 Los Angeles	Region 11 San Francisco	Region 12 Seattle
No. 1 Semolina	Minneapolis	\$8.60	\$9.50	\$9.45	\$9.40	\$9.25	\$9.35	\$8.85	\$9.00	\$9.55	\$9.60	\$10.20	\$10.20	\$10.00
Std. Semolina	Minneapolis	8.00	8.90	8.85	8.80	8.65	8.75	8.25	8.40	8.95	9.00	9.60	9.60	9.40
Durum Fancy Pat.	Minneapolis	7.95	8.85	8.80	8.75	8.60	8.70	8.20	8.35	8.90	8.95	9.55	9.55	9.35
Std. Durum Flour	Minneapolis	6.70	7.60	7.55	7.50	7.35	7.45	6.95	7.10	7.65	7.70	8.30	8.30	8.10
Hard Wheat Flour	Kansas City (Except as noted)	5.60	6.50	6.45	6.40	6.35	6.35	5.95	5.90	6.25*	5.90*	6.05*	5.90*	5.60*
Farina	Kansas City	6.65	7.55	7.50	7.45	7.40	7.40	7.00	6.95	7.35	7.25	8.15	8.15	7.85
Frozen Egg Yolk	Chicago	.23	.24	.24	.24	.24	.24	.23	.23	.22	.22	.24½	.24½	.24½
Frozen Whole Egg	Chicago	.15½	.16½	.16½	.16½	.16½	.16½	.15½	.15½	.15½	.14½	.16½	.16½	.16½
Dried Egg	Chicago	.50	.50	.50	.50	.50	.50	.49	.49	.49	.48	.55	.55	.55

*F. O. B. Regional City.

THE MODEL LINE

THE QUIET RUNNING KNEADER



Model No. 3911

- All Steel Gears All Cut Teeth
- Immersed in Oil
- Cast Steel Pan Mounted on
- Roller Bearings
- Pinion Shaft Rotates on Ball Bearings
- Timken Bearings Are Used for the
- Main Drive Shaft

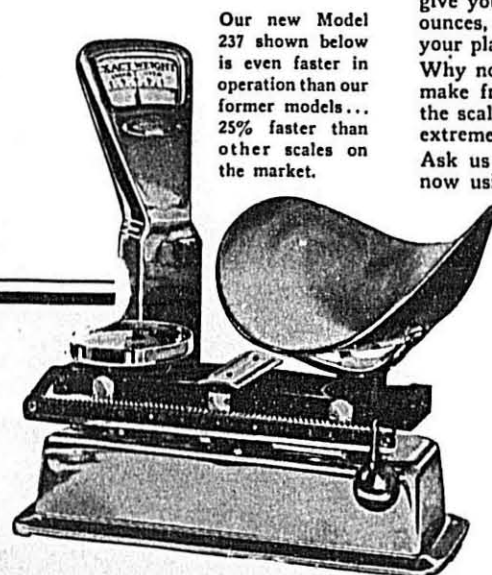
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SINCE 1871
CHICAGO

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SPEED UP your weighing ELIMINATE costly overweight packages!



Our new Model 237 shown below is even faster in operation than our former models . . . 25% faster than other scales on the market.

Ordinary scales . . . because they are slow and because they give your employes an excuse for "guessing" at fractional ounces, are costing you money every day you use them in your plant.

Why not install Exact Weight Scales? . . . the scales that make fractional ounce overweights look like pounds . . . the scales that are built to operate at high speed and with extreme accuracy.

Ask us to send you a list of macaroni packers who are now using

EXACT WEIGHT SCALES

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The Exact Weight Scale Co.
1402 W. 5th Avenue Columbus, Ohio

The MACARONI JOURNAL

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

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

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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 . . . 50 Cents Per Line

Vol. XVI February 15, 1935 No. 10

Macaroni, a Food Aristocrat

If age makes an aristocrat, reasons Miss Vera Schneider, a cooking expert, then macaroni, spaghetti, noodles and the many other forms of delicious "pasta" that come under the generic name "macaroni" are indeed aristocrats of the dining table.

Long before the Christian era macaroni was a delicacy of the Mandarin's repast. Early Roman adventurers exploring the orient learned the high worth of the grain food and introduced it into Italy. The Italians not only adopted the product as one of their principal foods but developed it into its modern attractiveness and nutritiousness. The Italian makers of macaroni and spaghetti soon learned that in order to produce it in all its full flavored quality they must use a granulation of a wheat of special hardness and not the ordinary bread flour. They encouraged the growing of this

special wheat in the rich, arid areas of northern Africa but depended upon Russia for much of the golden grain, milled from durum, which gave the oriental macaroni its amber tint, its rich nutty flavor, and the solidity after cooking that is so essential for proper serving and appreciation of this 100% food.

Four Industries Apply

Four more industries, baking powder, food desserts, desiccated cocoanut and chicken packing, have applied for inclusion under the master code for the grocery manufacturing industry, the NRA announces.

Each industry has asked that some modifications of the basic code be permitted, to meet the particular situation obtaining.

Objections to, criticisms of or suggestions concerning the inclusion of any of the industries under the basic code under the terms they propose were to reach Deputy Administrator Weld M. Stevens before noon February 6.

Hearings were held some time ago before the basic grocery manufacturing code was promulgated, on proposed separate codes for the baking powder industry and the food desserts industry; but the sponsors now apply for inclusion with allied groups in the master code.

The condiment sauce, potato chip and household cleanser industries had previously applied to be included under the basic code.

The petitioning groups were as follows: Baking powder industry, an unaffiliated group claiming to represent 65 per cent of the industry. Food desserts industry, an unaffiliated group claiming to represent 65 per cent of the industry. Desiccated cocoanut industry, an unaffiliated group claiming to represent 75 per cent of the industry. Chicken packing industry, the National Association of Poultry Canners, claiming to represent 75 per cent of the industry.

WANT ADVERTISEMENTS

WANTED—1 bbl. or 1/2 bbl. dough mixer, preferably motor driven. Give full description and price to C-O-N, c/o Macaroni Journal, Braidwood, Illinois.

Quality Trend Noticeable

A trend towards better quality in food is particularly noticeable in advertised brands according to opinion expressed by Paul S. Willis, president of the Associated Grocery Manufacturers of America after an extensive study of the trend. In his opinion this is due to the definite identity of advertised products whose sponsors cannot afford to market shoddy goods. He said:

"Food and grocery manufacturers are delighted by the increased clamor for quality by housewives because they have spent many expensive years in an endeavor to produce quality goods. I do not say that business morals are invariably 100% perfect. But I do say this: We food manufacturers dare not turn out shoddy products. We cannot afford to do it. It would be economic suicide. Why? Because we have given our products a definite and recognizable identity by means of the millions of dollars spent in advertising these products; we have taught housewives to expect a certain high standard of quality in our foods; and we cannot afford to practice deception, or to slip across questionable or inferior ingredients, even if we were tempted to do so by the temporary successes of the fly-by-night fellows.

"We just cannot afford to do so. We must continue working for utmost sanitation in our factories; we must maintain at great cost our wonderful research laboratories, which are the pride of the industry and are responsible for so many improvements in the nation's knowledge of dietetics; we must continue to make nutrition and wholesomeness and quality our daily religion—because the prestige and identity gained by our advertising won't let us do otherwise. A short-sighted concern can turn out a shoddy package of cereal and the housewife who falls for a bargain can try the stuff and say: 'Never again!' But the manufacturer who expects to be at the same old stand tomorrow cannot do that. He has stated his claims on the printed page and he has got to deliver the goods—not once, not now and then, but ceaselessly, without fail."

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.

Volete Una Pasta Perfetta ESquisita

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Non V' E' Semola Migliore

Guaranteed by the
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 MILLS AT RUSH CITY, MINN.

BUSINESS CARDS

For
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 Use
LOMBARDI'S
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 New and Rebuilt Dies
 Guaranteed

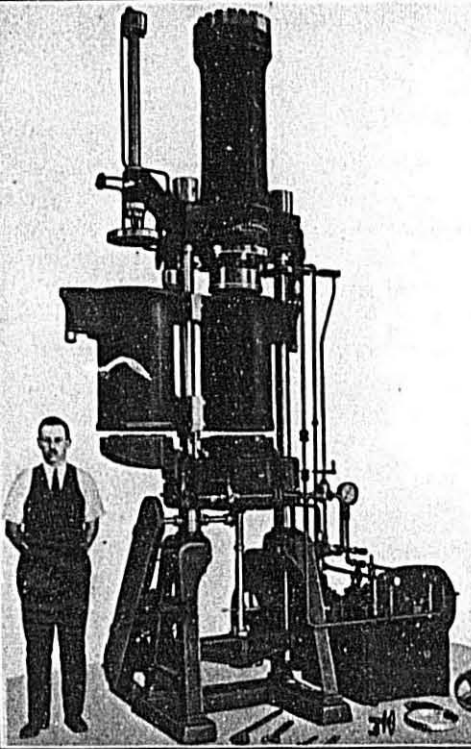
Frank Lombardi
 1150 W. Grand Ave., Chicago, Ill.

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 QUALITY AND SERVICE
 GIVE US A TRIAL
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NATIONAL CARTON CO.
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Our Specialty
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All Sizes Up To Largest in Use

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EDUCATE
ELEVATE

—
ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

—
Then--
MANUFACTURER

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Our Business and Our Public

From the very beginning of the ruinous depression that engulfed the entire business world, yea, even before any one thought seriously about such a calamity, there has existed an almost unending discussion about the need of more perfect accord between Government and so-called "Business."

It has been very interesting, even encouraging, since it conveys the thought or idea that "Business" is an entity of some sort or kind that is capable of dictating to the world whether a country will or will not have prosperity. "Business" is not so all omnipotent, but merely a tool for the exchange of goods or service, wholly subservient to the power and desire of the masses whom it aims to serve in production and exchange. "Business" is a servant of the people, not the master—a companion of prosperity rather than a creator.

The attitude of Government toward "Business" should differ little from its attitude to any class of citizens. The same is true of "Business" obligation to Government. We read much in the press and hear a lot from platform and radio speakers about the great need of Government and "Business" joining hands and playing "ring around the rosy" as the sure cure for our depressed spirits. That is a splendid theory, but impractical in that it has never "worked out" to any satisfactory degree in any line of business.

For the macaroni-noodle manufacturers who form an important, integral part of the so-called "Business," a little hand-joining and self-thinking of their own would seem entirely proper and surely most timely. Therefore, there is submitted for their consideration a little three-point program of hand-joining of our own, along the following lines. First, all the macaroni-noodle manufacturers irrespective of size of plant should immediately weld themselves into a coordinating body under the auspices of the trade association of the Industry, thus permitting the group to speak and act as a unit in matters that generally affect the operators and our allies. Second, they should take the consumer—our "public"—more and more into our confidence by offering them a grade of products that will not only recompense the consumer for money spent for macaroni products but gain their everlasting good will; and third, arrange to tell a pleasing, convincing story of the food value of macaroni products to willing listeners in plain, easily understood language through whatever media this message can best be broadcast, economically and convincingly to "our dear public."

To assist in the promulgation of this program, the National Macaroni Manufacturers Association's facilities are at your service. There are so many things which a trade can do through its trade association, so much that can be accomplished in the proper "joining of hands," that all that is necessary is a will to do. Let's now consider this from the viewpoint of "Our Business" and "Our Public."

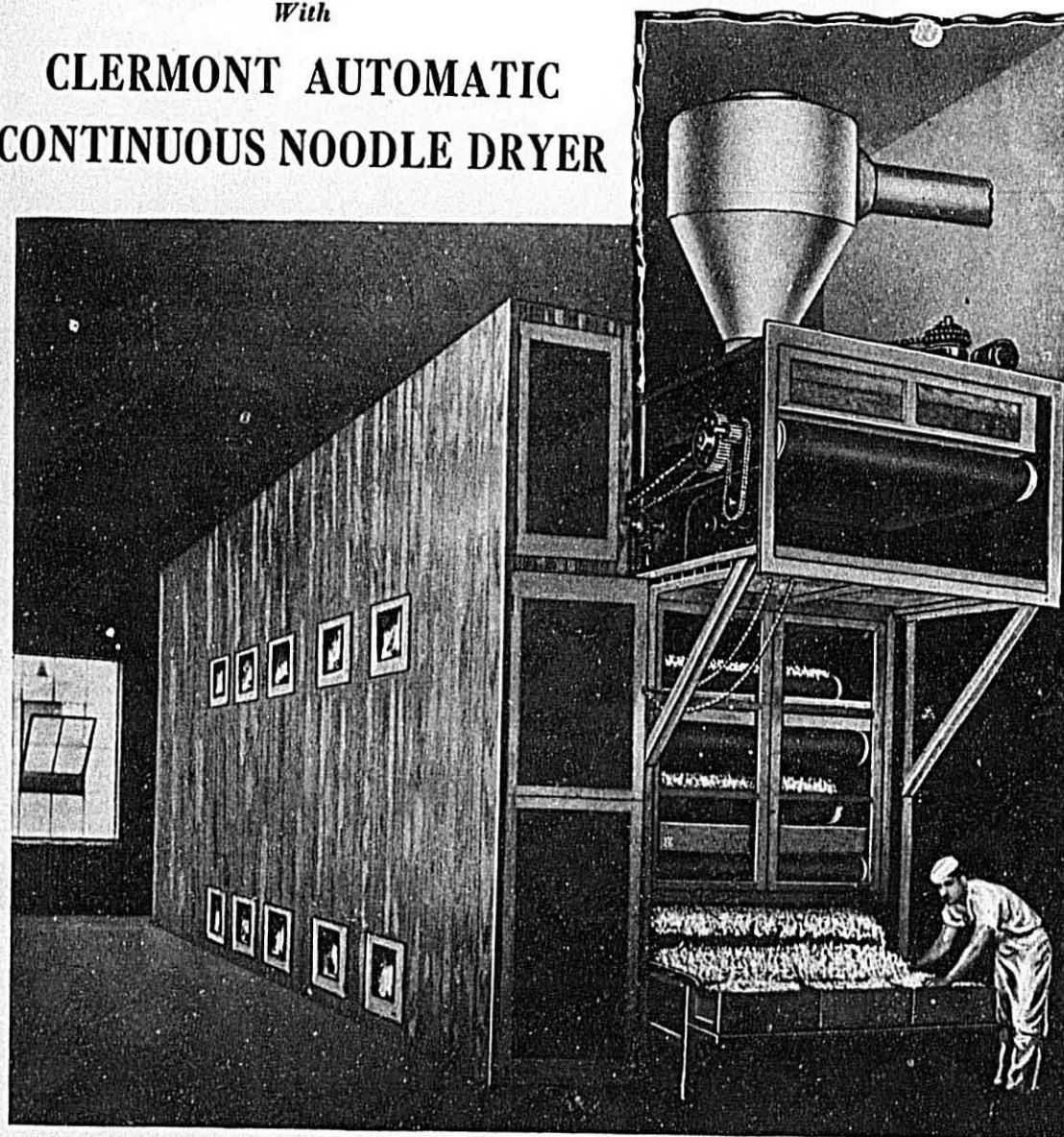


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NO TRAYS

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From Noodle Cutter, to the Packing, in continuous operation,
at rate of 1200 pounds per hour. Drying process 3 hours.

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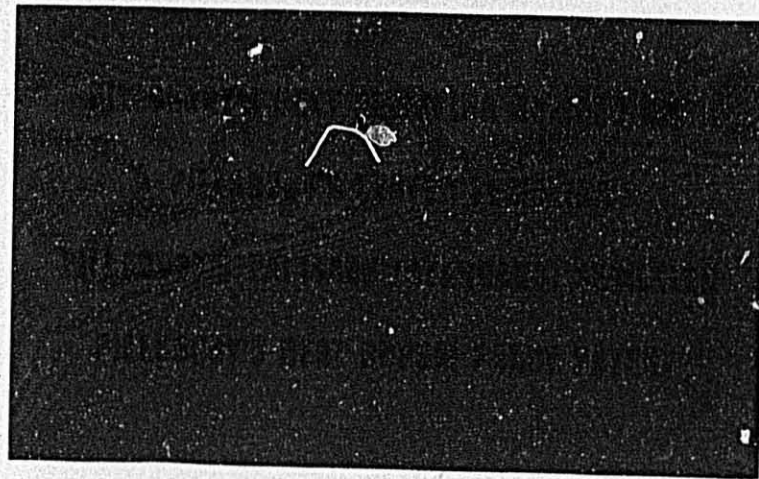
Brooklyn, N. Y.

PILLSBURY FLOUR MILLS COMPANY



You can't make much money from a woman who buys only one box of your macaroni. You want her to buy one after another after another. She'll do that if she's sufficiently impressed by the color, flavor and cooking qualities of your brand. Color, flavor and cooking qualities come from only one thing—proper color and strength in the semolina you use.

**DESIRABLE COLOR AND STRENGTH
... IN WHATEVER GRADE YOU CHOOSE!**



PILLSBURY FLOUR MILLS COMPANY
MINNEAPOLIS . . . MINNESOTA
