

**THE
MACARONI
JOURNAL**

**Volume XV
Number 11**

March 15, 1934

The Macaroni Journal



Minneapolis, Minn.

March 15, 1934

Vol. XV No. 11

The New Macaroni Deal

♦ ♦ ♦

The Macaroni Code approved by the Government on January 29, 1934 grants to the Macaroni-Noodle Manufacturing Industry the special privilege of self-regulation of practices that have always reacted unfavorably to manufacturer, distributor and consumer.

The successful application of the Code depends materially on the attitude toward it by the rank and file. The Code imposes responsibilities that counterbalance privileges granted.

Give the Macaroni Code a fair and reasonable trial by assuming your share of the responsibility as cheerfully as you will accept the benefits that will accrue thereunder.

The
Golden
Touch

King Midas Semolina

A Uniform Dependable Semolina

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

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

KING MIDAS MILL CO.
Minneapolis, Minn.



March 15, 1934

THE MACARONI JOURNAL

3

THE MACARONI CODE AUTHORITY

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

MEMBERS AND OFFICERS
FIRST MACARONI CODE AUTHORITY
Term—February 8, June 30, 1934

GLENN G. HOSKINS, Chairman
520 N. Michigan Av. Chicago, Ill.

JOHN V. CANEPA.....310 W. Grant St. Chicago, Ill.
WILLIAM CULMAN.....43-82 Vernon Blvd. Long Island City, N. Y.
M. DeMATTEI.....55 N. San Pedro St. San Jose, Cal.
FRANK A. GHIGLIONE.....4715 Sixth Av. S. Seattle, Wash.
B. R. JACOBS, Technical Adviser.....2026 "Eye" St. N.W. Washington, D. C.

V. GIATTI.....200 6th St. Brooklyn, N.Y.
HENRY MUELLER.....180 Baldwin St. Jersey City, N. J.
LEON G. TUJAGUE.....1001 Pulton St. New Orleans, La.
LOUIS S. VAGNINO.....1227 St. Louis Av. St. Louis
M. J. DONNA, Secretary-Treasurer.....520 N. Michigan Av. Chicago, Ill.

Trade Has Real Code Spirit

Reports from every section of the country visited by Code Chairman G. G. Hoskins are that practically every firm is with and behind the Macaroni Code 100%.

Only in rare instances has there been even the slightest hesitancy on the part of qualified representatives to sign Certificates of Compliance with the Code and applications for registration numbers under the Macaroni Eagle. In only one case was such action recalled, and then only for the purpose of asking privilege of further review and study.

Regions that have not yet been visited by the code chairman have likewise shown the true spirit. They await only the opportunity to cooperate in any way that will promote the general welfare of the trade. An example of the real spirit that should be generally shown towards the current attempt to bring about improved conditions in the trade is

worthy of mention. It is reproduced herewith; no comment being necessary.

Louis Onetto,
Buffalo, N. Y.,
March, 1934.

Wolfe and Co.,
7 S. Dearborn St.,
Chicago, Illinois.
Dear Sir:

Enclosed find report form for February. I have not used any Semolina, in fact have not made any macaroni so far this year As I wrote before, for years I have made very little macaroni.

Enclosed find check for \$5.85. \$85 for a binder and as I appreciate what expense you have in mailing these Bulletins, reports and so forth to me, I am sending \$5.00 toward my share for expense.

Respectfully yours,
(Signed) Louis Onetto,
Buffalo Macaroni & Vermicelli Works.

Code Authority Conference

A year and a day after his inauguration as President of the United States, Franklin D. Roosevelt addressed what was unquestionably the greatest gathering of leaders of industry and trade in the country's history,—a called conference of the Code Authorities and trade association committees in Washington, D. C. March 5, 1934.

Macaroni Code Authority Chairman G. G. Hoskins was invited to this important conference and with John V. Canepa and Louis S. Vagnino of the Macaroni Code Authority attended the

several sessions, forming part of the many thousands of business men anxious to cooperate with the President and General Hugh Johnson in ironing out the code wrinkles and making smoother its operations.

In his address the President stated that it was the objective of the special session to devise ways and means of increasing employment, to develop further the government's plan to protect legitimate industry against destructive competition while at the same time preventing excessive increases of prices to consumers; to strengthen the position, wherever necessary of small enterprises and to assist as far as practical in promoting self government of industry.

The 3 representatives of the Macaroni Code Authority arranged to attend all of the important sessions, each appearing at different meetings during the week. While one was engrossed in the consideration of trade practices in one conference, the second was sitting in on production control meetings and the third on Code Authority setup. In that way the macaroni industry was fully represented at the several conferences that were held concurrently during the first week of March. Indirectly that insured fullest protection of the rights of the macaroni manufacturers who are now operating under the Code for their industry.



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XV

MARCH 15, 1934

Number 11

What the Macaroni Code Means

Now that the Code of Fair Competition for the Macaroni Industry has finally become the basic law of the trade macaroni manufacturers are naturally concerned as to just what it will mean to them and to their industry.

Broadly speaking, the Macaroni Code is the Industry's "Magna Charta." It can and will be made to mean all that was intended of it by its sponsors if it is accepted in the proper spirit and if its provisions are observed in the manner which the Code Authorities hoped for when they finally enacted this new legislation for the industry.

The Macaroni Code will mean higher standards of business throughout the trade, compelling all to do business on the merits of the goods offered or service rendered.

It means the inauguration of a new era of economic competition as a most welcome change from the ruthless methods too frequently resorted to—methods that resulted only in retaliatory tactics with far-reaching, harmful consequences.

It will mean the promotion of a new relationship between manufacturers by the elimination of most of those elements that create ill will and bring about unfortunate misunderstandings.

The Macaroni Code gives to the manufacturers the welcomed opportunity of self regulation under governmental supervision, placing on individuals their just share of responsibility and holding each and every one accountable for his acts under the new law.

It places the enforcement of the Code in the hands of an Authority of their own choosing with rights, powers and duties stipulated by NRA officials and the Act itself.

It means a closer and more profitable cooperation between manufacturers and the millers of the raw materials used in macaroni-noodle making; also with machinery builders and all other supply firms.

It means that the honest, well meaning manufacturers and distributors will be protected from the destructive practices that have all too long been an almost unsurmountable handicap to profitable business.

The Macaroni Code will prove a useful weapon of defense against the few, yet troublesome operators, who have always sought by subterfuge and other unethical means to get the best of any deal, heedless of the injury done to the general welfare of the trade or to the unfortunate individuals who drew their fire.

It will prove to be anything but revolutionary or reactionary, as some have feared. A fair trial will show it to be a well planned, carefully drawn law for the industry that needs reasonable and sensible control and will further show that it places no curb on individual aim or special ability.

It means an increase in the number of workers gainfully employed at light, clean and cheerful labor in sanitary plants at wages that compare most favorably with those paid in any other food trade.

It means the banishment from the trade channels of misbranded products since it requires that all low grades be properly labeled.

It will establish its value to the trade, beyond all reasonable doubt, after the members of the industry have had the opportunity of adjusting themselves to the new order and to learn from actual experience that the Macaroni Code is purely and simply an instrument of relief through self help.

It will to a very appreciable degree eliminate unfair price competition and enhance the opportunity of competing for the consumer's food dollar on quality and reasonable service basis.

Face to face with the actuality of industry self government, the macaroni-noodle manufacturers of the nation as a whole are most grateful for the opportunity given them and most appreciative of their individual and collective obligations under the Code. What the Code of Ethics and Fair Dealing will finally mean, of course depends materially on the members' reaction from the very beginning of Code rule. They can make it an instrument of immeasurable good for the whole industry by reasonable and sensible acquiescence in its provisions.

Regional Organizations Perfected

The Macaroni Code provides that as soon as practical after it becomes effective the Macaroni Code Authority might divide the United States in geographical regions for more effective administration. At its first meeting on Feb. 8, the Code Authority agreed to organization of 12 regional groups and authorized Code Chairman G. G. Hoskins to attend to the details.

The first regional organization was effected at St. Louis on Feb. 23, known as Region No. 7 comprising Colorado, Kansas, Nebraska, Missouri, Arkansas, Kentucky, Tennessee and southwestern Ohio. Seventeen firms were represented by 24 officials when meeting was called to order by Joseph Freschi, acting chairman. Louis S. Vagnino acted as secretary.

Chairman Hoskins explained the Code and read the by-laws of the Authority; then asked firms to present signed certificates of compliance and applications for registration numbers under the Macaroni Eagle. The 17 firms complied.

Joseph Freschi of Mound City Macaroni Co., St. Louis was appointed regional chairman by Mr. Hoskins and his appointment was unanimously approved. In lieu of a regular secretary Mr. Freschi was empowered to hire a stenographer to handle regional records.

On the important Regional Industrial Adjustment Agency the following were elected and expressed willingness to serve: L. M. Skinner of Skinner Mfg. Co., Omaha, Neb.; E. W. Pica of Kentucky Macaroni Co., Louisville, Ky.; G. Viviano of V. Viviano Macaroni Mfg. Co., St. Louis; and M. Onofrio of Kansas City Macaroni & Imp. Co., Kansas City, Mo.

Chicago Region No. 6 was the second to be organized, at a meeting Feb. 26 in the Palmer House, Chicago, comprising Minnesota, Wisconsin, Iowa, Illinois, Indiana and Michigan.

Thirty firms were represented by 46 officials at the meeting over which temporary Chairman R. B. Brown of Fortune-Zerega Co., Chicago presided. Frank Traficanti of Traficanti Brothers, Chicago was named regional secretary. When it came to the signing of certificates of compliance, practically every firm in the meeting readily affixed signatures.

To expedite the handling of Code matters in the northwest Walter F. Villaume was named subchairman in charge of the Twin Cities.

The members of the RIAA for Chicago region No. 6 consist of A. Irving Grass of I. J. Grass Noodle Co., Chicago; Steve Matalone of Chicago Macaroni Co., Chicago; Walter F. Villaume of Minnesota Macaroni Co., St. Paul, Minn.; John G. Luehring of Tharinger Macaroni Co., Milwaukee, Wis.

The Fort Pitt hotel, Pittsburgh, Pa., Feb. 27 was the scene of the third organization meeting conducted by Code

Authority Hoskins. R. V. Golden of the West Virginia Macaroni Co., Clarksburgh, W. Va. acted as temporary chairman and S. T. Viviano, Jr. of S. Viviano Macaroni Manufacturing Co., Carnegie, Pa. was temporary secretary. Both were elected to the respective offices later.

Seventeen firms were represented by 20 officials and when the matter of signing certificates of compliance was broached, 17, or 100%, of the firms readily signed.

To assist the regional officers the following members on the RIAA were elected: S. Viviano, Sr. of S. Viviano Macaroni Mfg. Co., Carnegie, Pa.; E. W. Hunter of Jefferson Macaroni Co., Reynoldsville, Pa.; David Nevy of Cumberland Macaroni Manufacturing Co., Cumberland, Md.; C. H. Smith of Mrs. C. H. Smith Noodle Co., Ellwood City, Pa.

To more expeditiously handle the affairs in the Cleveland area S. Bellante of Columbus Macaroni Co., Cleveland was named subchairman and F. W. Kasper of Pfaffman Egg Noodle Co., Cleveland was named as assistant secretary.

This Region No. 4 comprises Ohio, West Virginia, western Maryland and western Pennsylvania.

The fourth organization was effected on Feb. 28 at Buffalo. Representatives from western New York met at Hotel Statler, qualified to speak for 17 firms in that region. Edward C. Oberkircher of Old Dutch Food Co. was chairman and Leonard H. Leone of Niagara Macaroni Manufacturing Co., Buffalo temporary secretary. Soon after the roll call these officers were made permanent. On the RIAA were named Alfonso Gioia of A. Gioia & Bro., Rochester; Joseph Meizanzahl of Flower City Macaroni Co., Rochester; Alfredo Rossi of Procinio-Rossi, Auburn, N. Y.; Joseph Lojicano of Liberty Macaroni Co., Buffalo.

Again there was 100% response to Mr. Hoskins' request the certificates of compliance be signed. Arrangements were made for holding subsequent meetings of the region as needs arise.

Boston Region No. 1 was the next in order of organization. Nineteen officials representing 11 firms attended the meeting in the Boston club on March 1. G. G. DelRossi of G. D. DelRossi Co., Providence, R. I. served as temporary chairman and Herbert C. Gruber of Boston Spaghetti Mfg. Co., Boston as temporary secretary.

When it came time to choose the regional chairman, G. LaMarea of Prince Macaroni Mfg. Co., was given that honor by a majority vote. Mr. Gruber was made permanent secretary. On the RIAA were named G. D. DelRossi of G. D. DelRossi Co., Providence, R. I.; Alfred Bianci of the Italian Macaroni Co., Worcester, Mass.; M. LaMarca of Boston Spaghetti Mfg. Co., Boston,

Mass. Mr. DelRossi declined but the vacancy was left unfilled.

Every firm submitted signed certificates of compliance, one of which was subsequently withdrawn.

New York region No. 2 reported the largest attendance, about 75 manufacturers putting in appearance as spokesmen for 40 firms. Frank L. Zerega of A. Zerega's Sons Inc., Brooklyn acted as temporary chairman and Ole Salthe served as secretary. Both were elected to these respective positions when the permanent organization was completed.

On the RIAA were named Jerome I. Maier of A. Goodman Sons, New York city; P. George Nicolari of New Haven Macaroni Co., New Haven, Conn.; D. Glaviano of Campanella Glaviano Favaro Macaroni Corp., Jersey City, N. J.; V. Counzo of Westchester Macaroni Mfg. Co., Bronx, New York.

Forty compliance certificates were handed in to Code Chairman Hoskins and a drive made to get signatures of others in that region, which comprises the largest number of macaroni plants.

Region No. 3 was the last organized by Code Chairman Hoskins in his swing to the east, at a meeting March 3 in the Benjamin Franklin hotel where practically all of the firms were represented.

P. H. Winebrenner of A. C. Krumm & Sons Macaroni Co., Philadelphia, was elected permanent regional chairman and Joseph H. Dulles was named executive secretary. On the RIAA was named Max Kurtz of Kurtz Bros. Corp., Philadelphia; G. Guerrisi of Keystone Macaroni Mfg. Co., Lebanon, Pa.; Samuel Arena of V. Arena & Sons, Inc., Morristown, Pa.; C. W. Wolfe of the Megs Co., Harrisburg, Pa.

Of the 9 firms represented at this meeting, 8 signed certificates of compliance, one having previously done so. In this, as in all organization meetings resolutions were unanimously adopted approving action taken by the Macaroni Code Authority and activities of Chairman G. G. Hoskins. This confidence was likewise expressed in the almost universal signing of certificates of compliance with the Macaroni Code and applications for registration numbers under the Macaroni Eagle.

Noodle Salesman Killed

W. J. Schuler, representative of the I. J. Grass Noodle company, Chicago died early in the month at the Research hospital, Kansas City, Mo. from injuries received in an automobile accident on U. S. Highway No. 71. The accident occurred about 5 miles north of North Kansas City, the salesman's automobile colliding with a truck when passing a large transport on the highway.

SEMOLINA NEWS

Prepared for the Macaroni Journal by the Livingston Economic Service, Inc., Minneapolis, Minn.

Durum millers in the Minneapolis district found quite an improvement in shipping instructions during the month of February. Shipments were 265,510 bbls. for the shorter month with 2 holidays as compared with 212,438 bbls. in January.

Sales, on the other hand, have been meager and bookings have been reduced to a comparatively low figure. A temporary advance in grain prices, together with higher premiums on top grades of amber durum, brought about an advance of 10¢ to 15¢ in semolina quotations during the first week of the month. Since that date grain prices have declined almost 5¢ per bu. and premiums have eased slightly. Quotations at the end of the month were off about 40¢ to 50¢ per bu. from the early month's top prices. Top premiums on the best wheat were as high as 30¢ a bu. but reacted about 2¢ towards the end of the month. In addition to a declining tendency in the market, sales have no doubt been curtailed because of the approval of the Macaroni Code and until the Code Authority has established more or less definite standards of materials for the industry. As soon as the Code begins to function more smoothly, millers expect a considerable improvement in buying.

On Feb. 23 Dr. B. R. Jacobs and John V. Canepa met with the durum millers in Minneapolis to discuss various provisions of the Macaroni Code and the "Explanation of Labeling and Standard Provisions" which had been approved by the Code Authority and which will be presented in Washington for approval on March 4. The meeting was helpful in acquainting the millers with the aims and methods of the Code Authority in meeting the provisions of the Code and improving conditions within the industry. Some confusion will no doubt continue until standards are estab-

lished and mills, as well as members of the trade, have acquainted themselves with details and interpretations of the Code Authority.

FEBRUARY FARINACEOUS PRICES

Prevailing Market Quotations on No. 1 and No. 3 Semolina, Farina, and Durum Fancy Patent Flour Showing Variations During February 1934.

Compiled March 5, 1934.

Note: Farina is bulk Kansas City; all other items are bulk Minneapolis.

	No. 1 Semolina	No. 3 Semolina	Durum Fancy Patent Flour
Feb. 1.....	8.55	7.75	6.15
2.....	8.55	7.65	6.10
3.....	8.55	7.65	6.15
4.....	8.70	7.60	6.20
5.....	8.70	7.60	6.20
6.....	8.60	7.70	6.10
7.....	8.60	7.70	6.10
8.....	8.60	7.70	6.05
9.....	8.60	7.70	6.05
10.....	8.60	7.70	6.05
11.....	8.60	7.70	6.05
12.....	8.60	7.70	6.05
13.....	8.60	7.70	6.05
14.....	8.60	7.70	6.05
15.....	8.60	7.70	6.05
16.....	8.60	7.70	6.05
17.....	8.60	7.70	6.05
18.....	8.60	7.70	6.05
19.....	8.45	7.55	6.00
20.....	8.45	7.55	5.90
21.....	8.45	7.55	5.90
22.....	8.45	7.55	5.90
23.....	8.35	7.45	5.85
24.....	8.35	7.45	5.80
25.....	8.35	7.45	5.85
26.....	8.35	7.45	5.80
27.....	8.35	7.45	5.85
28.....	8.35	7.45	5.80

Amber Cellophane Question

Shall the use of amber or yellow cellophane and other transparent wrappers of that hue continue to be barred as a noodle container?

Sec. 3-f, Article VII of the Macaroni Code provides that "Macaroni products shall not be packed for sale in colored wrappers or containers which give the product the appearance of containing more egg solids than are present in the product."

Apparently this provision had the unanimous support of the noodle manufacturers but recently some opposition to that provision has developed and a petition has been sent to the government officials asking modification of that provision.

Unquestionably the clause in question is aimed especially at the use of amber colored or yellow transparent wrappers employed generally to enhance the "yellowness" or egg color of noodles. It is seldom or ever used with other macaroni products.

Those wishing to have the provision modified argue that yellow cellophane and similar transparent wrapping materials offer a better protection against dust and contamination; also that the yellow

low color serves best to filter out the injurious rays of light that bleach and otherwise injure the egg noodles.

Experiments conducted by Dr. J. A. LeClerc and M. R. Coe of the United States Department of Agriculture show that only one colored transparent material will refract the light rays so as to prevent the bleaching of egg noodles and that color is green, though black is considered best for that purpose. It is argued by B. R. Jacobs, deputy code authority, in defense of the present provision in the Code that there is no objection to the use of any color except yellow or amber as an egg noodle wrapper. Other colors, however, are seldom used.

Producers of cellophane have recognized the fairness of the position taken by the macaroni-noodle manufacturers. Du Pont Cellophane company recently went so far as to issue an order enlisting the services of its entire organization in the macaroni industry's fight against the use of Amber or Tango colored cellophane on noodle packages, because as the order states, "it gives an artificial idea of the egg content of the noodles enclosed."

The industry seems determined in its

opposition to any change in this provision because it gives the trade a protection that is unavailable under the present food laws. Hundreds of letters have been sent government officials urging that the clause objected to be retained in the Macaroni Code, the result of which will be the outlawing of "yellow" or "amber" colored transparent wrappers in egg noodle packaging.

Fire and Water Damage Stock

As a result of a disastrous fire in the building adjoining its plant at 923 S. Western av., Chicago, Ill. on Feb. 21, the Viviano Macaroni Manufacturing corporation sustained losses that reached several thousand dollars. The fire originated in the offices of the American Transportation company next door and spread to the second and third floors which were being used by the macaroni concern as a warehouse for finished products. Most of the damage was done by smoke and water. A substantial fire wall prevented the spread of the fire to the plant proper. Peter Viviano is president and Alphonse P. Viviano is secretary of the macaroni company.

SALESMEN CAN DIG UP MERCHANDISING FACTS

There are two generally accepted methods being used by the larger companies to develop new sales campaigns or adjust old ones to changing conditions.

The first method may be described as a discussion of ways and means among the managers of various departments of the business. The success of marketing plans developed in this manner is in exact proportion to the accuracy of the marketing information these men have at their command.

The second method is based upon checking up on marketing facts from the trade and getting from the sales force at first hand their personal experiences. There is a decided trend toward the general adoption of this plan, many executives believing it is the most logical because selling campaigns should be based on facts instead of theories. In collecting and classifying such data there have been developed several systems which may be of particular interest to other executives.

For instance the salesmanager of one firm found that the sales of a certain item were not making the headway he expected. Under such a condition many companies would issue a bulletin to "pep up the boys" and to tell them to push the slow number a bit harder. But that is not the method followed by this sales executive.

First, he finds out if there is not something wrong that makes it difficult to sell the product. The price may be out of line. The name or the package may not be appropriate. He does not guess at the answers to these questions but makes a careful analysis in an endeavor to find the weak spots.

There is no set way for conducting these investigations because every investigation must be developed with certain facts in mind—the product, class of trade, territories, etc. One of the favored plans is as follows:

The sales department keeps on file a list of selected customers who are responsive and well informed on fundamental conditions. A letter will be addressed to each name on this list frankly explaining that sales are not making the desired headway and asking these men to help diagnose the trouble. Each territory will be well represented in the mailing of these requests. It is claimed that the average response to inquiries of this kind is around 80 per cent, representing an unusually keen interest on the part of the company's distributing outlets.

If this plan is not suitable or if an exhaustive survey must be made, the firm turns to its salesmen trained to dig up the kind of information necessary for

... training salesmen to furnish the information on which a salesmanager bases selling plans ...

an intelligent decision. The data asked for have to do with the specific product, marketing conditions, customers' attitude toward sales policies, prices, terms, shipping facilities, etc.

Once a year the company requests its salesmen to make a survey of their territories and whenever possible offer constructive criticism. A bonus is offered for the most helpful suggestions, which encourages a serious study of the many selling problems the men must face. Among the questions asked, the following are illustrative of the methods used:

Can you see all your customers, and new ones, as often as you feel they should be seen?

Can you work all the towns in your territory as often as in your opinion they should be worked? If you have too large a territory, please give us suggestions for changes. Have you received complaints regarding any of our products? If so, give details. Have you received any complaints or suggestions in connection with packages, cases, shipments, etc.? What is the greatest difficulty you have to overcome in selling to new accounts? To keep your old customers? Have you any suggestions for new products that would meet a specific demand in your territory? What other foods are our strongest competitors and what arguments are you using in behalf of our products?

The answers to these and many other questions, together with the recommendations made, are carefully reviewed by the salesmanager. In many instances the advertising and production executives are called into conference to review some new angle presented in these answers.

The survey sheets are not merely filed away; they are bound into folders for reference throughout the year. A great many suggestions are made, each year and after these have been studied it is a comparatively easy matter to find the weak spots and apply corrective measures.

Each salesman receives the thanks of the chief executive whether his report contains helpful suggestions or not. The effect on the men is stimulating because in endeavoring to offer suggestions for improvement they pay more attention to many of the lesser details that would otherwise be disregarded as of no importance.

The suggestions are properly classified and are really valuable. As a result of one year's suggestions there were price

adjustments, several new items were added, old ones dropped, new packages designed, salesmen's selling outfits were improved, a new sales channel was developed, and an increasing number of new accounts was developed.

Some years ago this company had made frequent use of the services of professional investigators to survey market conditions and sales possibilities of new products. Since its own salesmen have been trained to dig up this information the accuracy of the reports has increased and the cost has been negligible.

However, regardless of the sums spent for market investigations, this company never grudges money spent in this manner because it uses the facts developed by such surveys. That is where so many sales executives make a mistake. They start with high ambitions, determined to check up on consumer demand, influence of advertising, etc., and after all the reports reach the boss' desk they are nicely tucked away in the filing cases and forgotten.

Repair Material for Floors

Maintenance men have long sought a cold mastic compound to repair broken out places in industrial floors that would successfully withstand heavy loads on steel wheels. Heretofore concrete mix in asphalt base floor resurfacing materials made a satisfactory floor repair and resurfacing material for floors of light manufacturing activity.

In a material known as Amolastic, recently put on the market by the floor treatment division of American Oil & Disinfectant company, 129 East 26th st. New York city, a way has been found to break the asphalt into billions of particles instead of millions as heretofore, with a resultant finer emulsion that makes it possible to mix larger quantities of cement, sand and gravel or trap rock, that when applied gives a wearing surface hard enough to stand heavy loads on steel wheels.

The amount of aggregate mixed with Amolastic determines the hardness to which it will set up. For foot traffic the floor may be made as soft as rubber. By merely increasing the quantity of cement, sand and gravel or trap rock, a hard, durable, wearing surface is produced for repairing and resurfacing trucking aisles, loading aprons in front of machines, platforms, boiler room floors, or wherever a smooth, skid proof and durable surface is desired.

Amolastic will bond to all types of floors—concrete, wood, asphalt, composition or brick.

March 15, 1934

THE MACARONI JOURNAL



Gold Medal Semolina
"Press-tested"



MACARONI PRODUCTS

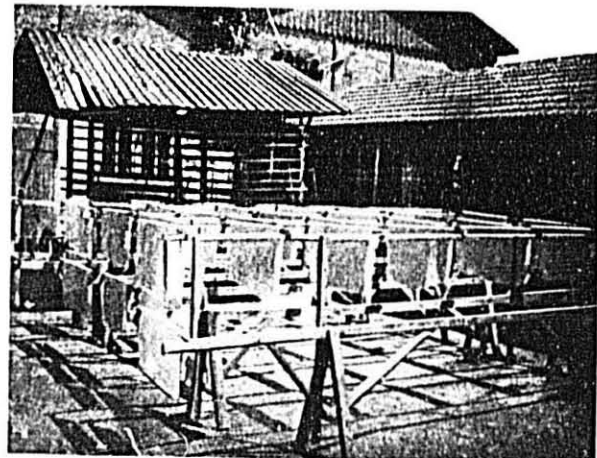
By J. A. LeCLERC
Food Research Division, Bureau of Chemistry and Soils,
U. S. Department of Agriculture, Washington, D. C.
Published in "Cereal Chemistry" September 1933

PART IV

Drying . . .

The drying of macaroni requires the most expert skill and judgment. It is the most important, the most difficult and most delicate operation in the whole process of the manufacture of macaroni products, and upon it largely depends the quality of the finished product.

In Italy macaroni is often dried in the sunshine, in the open air, especially when the product is made in the small plants (Figure 12). Generally a preliminary drying of about 2 hours duration is necessary to prevent souring and to keep the short cut products from sticking together. Very soon after the paste emerges from the die or "tranda" and while still warm, there is formed a crust upon the surface. This superficial drying or hardening is arrested and eliminated by placing the product in a closed humid cabinet or room. As a result of this treatment the moisture content tends to become equalized throughout and the



(Courtesy of National Macaroni Manufacturers Association)
Fig. 12. Section of drying department of an Italian macaroni factory.



(Courtesy of National Macaroni Manufacturers Association)
Fig. 13. Drying macaroni on sticks in drying room.

macaroni becomes flexible again, i. e., it "comes back." This process of "hardening or drying" and of "coming back or becoming again flexible" is carried on alternately. The paste is then removed from the damp room and allowed to dry completely in the open air under Italy's sunny skies. After the macaroni is thoroughly dried in the open air it is transferred to a closed but well ventilated room where it is allowed to "rest" for several hours, after which it is again placed in the open air for 5 or 6 hours and once more allowed to "rest." It is then ready to be packed. Open air drying requires, therefore, considerable supervision. It is generally believed that during the first day a sort of fermentation takes place which produces the much desired flavor.

When the weather does not allow the macaroni to be dried in the open, the alternate "hardening" and "softening" is conducted in specially constructed ventilated cabinets in which the drying is completed. The alternate "drying" and "resting" is for the purpose of preventing warping, as the outer part of the macaroni dries faster than does the inner portion.

Although out-of-doors drying is now considered unhygienic and obsolete as it exposes the product to all kinds of germladen dust, it should be remembered that no macaroni is eaten raw. It is generally boiled for at least 10 minutes. Some macaroni products that have been boiled

March 15, 1934

THE MACARONI JOURNAL

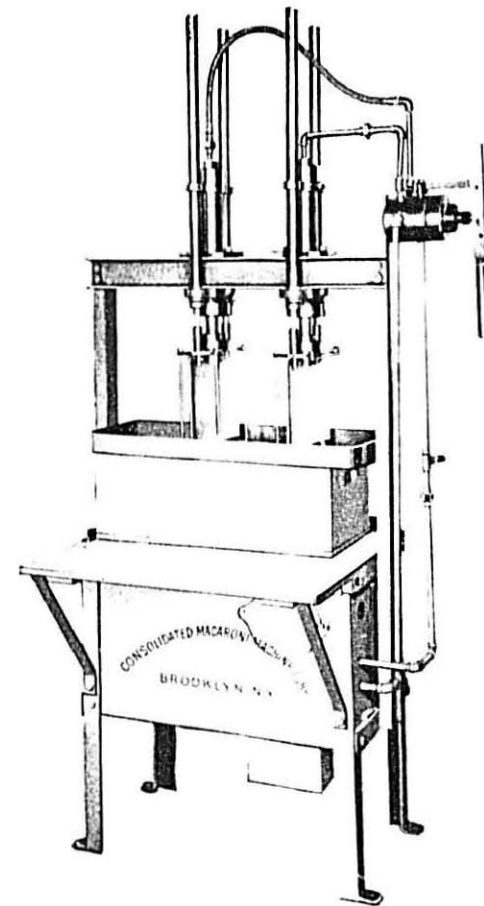
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

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

HYDRAULIC PRESSES

DOUGH KNEADERS

DOUGH MIXERS

DRYING MACHINES

MACARONI CUTTERS

DIE CLEANERS

Descriptive matter of all our products on request.

The Consolidated Macaroni Machine Corporation, as its name implies, devotes its entire time and energy exclusively to the designing and construction of Alimentary Paste Machinery. Its personnel has grown up with the Macaroni industry. It has specialized in this line for the past 25 years and during that period has originated and introduced many features of importance to the industry. In the future, as in the past, it will continue to lead and to live up to its motto—

"We Do Not Build All the Macaroni Machinery, But We Build the Best"

156-166 Sixth Street

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

159-171 Seventh Street

Address all communications to 156 Sixth Street

can no doubt be considered safe in this respect.

In this country, and in the modern plants of European countries, practically

Short-cut macaroni products are spread out evenly on trays. These are sometimes placed on trucks, which are wheeled into the drying chamber, or a

distribution of moisture throughout the mass may crack or check, or split. A well-cured macaroni should bend somewhat like a whip. It is this elastic property which causes the macaroni to retain its form after being cooked.

Preparation for Marketing

When thoroughly dry, the long-cut macaroni is either packed in 18-inch strips and sold in bulk or it is sawed into shorter lengths for the package trade as illustrated in Figure 15.

The trimmings or short pieces, obtained in the process of sawing macaroni into the desired lengths, and all broken, cracked, or imperfect macaroni are sold together in bulk as broken macaroni at a much-reduced price, often at a discount of several cents per pound. This is just as nutritious as the long, or specially cut macaroni, and for soup it is just as satisfactory as the long pieces.

A recent product of the canning and macaroni industries is canned spaghetti. To be suitable for canning the spaghetti must first be dried; it can not be canned freshly prepared. Whether sun-dried or cabinet-dried spaghetti is preferable for canning is yet an unsolved question.

Specifications

The following specifications for macaroni, spaghetti, and vermicelli have been suggested by the National Macaroni Manufacturers Association.²¹

TYPE A. Shall be made from sound semolina No. 2, and the ash content of the finished product, exclusive of added salt, shall not be more than sixty-five hundredths per cent (0.65%).

TYPE B. Shall be made from sound farina No. 2, and the ash content of the finished product, exclusive of added salt, shall not be more than forty-five hundredths per cent (0.45%).

TYPE C. Shall be made from a mixture of sound semolina No. 2 and sound farina No. 2, and the ash content, exclusive of added salt, shall not be more than fifty-five hundredths per cent (0.55%).

TYPE D. Shall be made from sound hard wheat flour or sound durum wheat flour of a grade not lower than ninety-five per cent

²¹Private communication.



(Courtesy of National Macaroni Manufacturers Association.)
Fig. 14. Section of drying room for long-cut macaroni.

all macaroni products are dried in specially constructed drying rooms through which a current of filtered air is blown by means of fans. The air laden with moisture from the macaroni is thus being continually replaced by clean dry air. The temperature of the drying room ranges from 70° to 100° F. The rate of drying depends not so much on high temperature as it does on air-intake or circulation. In other words, the proper drying of macaroni depends upon correct ventilation, the temperature and hygroscopicity of the air being taken into consideration. During the drying macaroni should not be exposed to sudden changes in temperature as this may also cause the product to warp.

A preliminary drying of about 2 hours duration is considered necessary to prevent the development of mold. The macaroni is then placed in a damp chamber in order to make uniform the moisture content throughout the product and to develop the flavor characteristic of good macaroni. After this preliminary treatment the macaroni is transferred to the drying chambers.

The long-cut macaroni is hung on sticks or canes and placed in the drying chambers. Sometimes the canes laden with macaroni are hung on a truck, which is then wheeled into the drying chamber.

combination of trays may form part of a drying room. (Figures 13 and 14).

The drying proper takes from 36 to 90 hours, depending upon the efficiency of the process and the nature of the product. It is not advisable to dry macaroni too quickly, as too rapid curing fails to develop the desired flavor and produces a product, which because of the uneven



(Courtesy of National Macaroni Manufacturers Association.)
Fig. 15. Sawing macaroni into proper lengths for packing.

(95%) patent, and the ash content, exclusive of added salt, shall not be more than fifty-two hundredths per cent (0.52%) when hard wheat flour is used, and shall not be more than sixty-five hundredths per cent (0.65%) when durum wheat flour is used.

Shall contain not more than 12% moisture, as determined by the vacuum oven method or other method which the Association of Official Agricultural Chemists may consider as equivalent, and not less than 11% of protein (N x 5.7) calculated on 12% moisture basis.

The Army specifies that macaroni products may be short or long cut (no broken pieces accepted); made from sound durum semolina and contain not less than 10.5% gluten. The moisture content shall not exceed 13% and preferably not over 10%.²⁰

Use of Color

Formerly it was the custom of many macaroni manufacturers to use vegetable color or certified coal tar dyes in the manufacture of macaroni products. This practice, however, has largely been abandoned due to the fact that the administration which enforces the Federal Food and Drugs Act has taken the position that the addition of yellow coloring to macaroni products commonly results in the concealment of inferiority and is in violation of the law.

This decision has given an impetus to the milling of durum wheat into semolina and hence to the growing of durum wheat by the farmers of the Great Plains area. In fact it has placed the macaroni industry upon a higher plane.

(Continued in April issue)

Johnson's 12-Point Code Program

Foreseeing criticism of the NRA activities and program by representatives of practically every trade in the country invited to a general conference on Code matters in Washington last February 27 General Hugh S. Johnson announced drastic changes in the blanket code and special code as anticipated criticism would justify.

First of all there would be a bigger and better Blue Eagle Compliance Campaign that would make the emblem indispensable to all business.

The 12-point program includes the following:

1. A more uniform and equitable rule of price stabilization where necessary to prevent cutthroat competition.
2. A more effective action against sales below cost of production.
3. Uniformity in wages and hours in industries which are competitive.
4. Uniform classification of areas for the prevailing southern wage differential.
5. Further reduction in work hours and further increase in hourly wages.
6. Protection against monopoly, oppression of small enterprise and inclusion in codes of buying regulations to protect the small fellows.
7. An improved method to secure compliance.
8. A method for financing code administration without racketeering.

Reveals Wide Price Spread

The world press made much of the story emphasizing the difference between prices paid by poultry dealers in Great Britain and those received by producers in Canada. The story states that J. A. Hoadley of Saskatchewan inserted in the carcass of one of his turkeys the following note: "We are being paid 6c a pound for these birds. Will the purchaser advise me what he has to pay for them?"

The reply came from a dealer in Manchester, Eng. who stated that he had purchased the turkey for 25c a pound wholesale. This would indicate the distribution cost of about 300%.

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



Open Price Selling

By Rolland J. Hamilton, President, American Radiator Co., New York, N. Y.
in the Executives Service Bulletin, Metropolitan Life Insurance Company

Because the Macaroni Code contains the "open price" provision, as do most other food codes, Mr. Hamilton's article is both timely and informative. Leading Macaroni Men agree with him that the application of the "open price" selling to macaroni distribution would be a tremendous step forward in price stabilization and the elimination of unfair trade practices.—Editor.

In this article the term "open price policy" is used in its literal sense. An open price policy is one under which prices, by whomsoever quoted and to whomsoever quoted, are out in the open. During our generation the great retail stores have become leading exponents of this policy. They have one price for each given article and that price is open to every prospective purchaser. So much is this true that these stores employ shopping scouts whose business it is to ascertain the prices asked for various articles of merchandise by competitors; and thereby the practice becomes one not only of open price to the buyer but to the competitor as well. We are aware of no contention that this policy is other than for the best interests of the merchant and the consumer alike.

The mail order or catalog house is, in its very nature, an exponent of this policy. When a mail order house publishes its catalog it tells the world, including its competitors, the prices asked for the listed commodities.

The selling practices of our manufacturing institutions and wholesale houses, however, have been for the most part more devious and more complicated. An enormous waste of time and money is involved in the continued efforts of sellers and buyers to learn the lowest prices current in their particular markets and in the dickering necessary to obtain or place orders. Salesmen and purchasing agents become sleuths searching for that lowest price. From these practices has arisen a chain of evils incalculable in their scope. Price discrimination, secret rebates and unfair methods of competition have inevitably followed.

The so-called open price association as we have known it for the past 20 years has been one in which the members of a given industry—usually a manufacturing industry—through trade association cooperative endeavor—have sought through orderly processes to lessen the baneful effects of disorderly price practices. As the Sherman law was interpreted by court decision (and especially after the so-called "rule of reason" was read into it) there grew the conception that, although competitors might not agree upon prices or even discuss them in advance, nevertheless it was not illegal for them to file some record of transactions—after the fact—with a trade association.

We cannot say who devised this plan

—perhaps it was an evolution of thought—but to the best of our knowledge its crystallization into actual trade association practice was the work of Arthur J. Eddy, a Chicago lawyer whose book on this subject became authoritative a good many years ago. This entire principle was attacked severely as a violation of the anti-trust laws, but some eight or ten years ago definite approval was given by the Supreme Court of the United States to this trade practice procedure, provided it literally dealt only with consummated sales.

From approximately 1912 to 1920, price reports handled by trade associations were more specific and detailed than they have been since that time. A distinction has been drawn between reports of closed and consummated sales on the one hand, and quotations on the other. Reports of closed sales have been definitely sanctioned by the U. S. Supreme Court but reports of quotations have not been specifically and definitely approved.

When quotations were used by trade associations, necessarily they were reported and disseminated instantly when and as made; competitors would promptly know what quotations they were called upon to meet. These reports contain terms, conditions, names of customers, and all details, and were distributed by telegraph, or otherwise, as agreed. Reports of closed sales were handled in the same manner, with variations in individual instances. For example, in order to avoid the duplication that might exist if reports of every transaction were distributed, the reporting plan usually provided that price lists be filed and that subsequent quotations or closed sales that were lower or at variance with current price lists be reported. In the absence of price lists, especially if the products of the industry were not standardized and the use of price lists was not feasible, the same objective was accomplished by the filing of all outstanding and existing quotations. Thereafter the members would report only quotations that were lower or at variance with their current existing quotations.

When reports have been restricted to those of closed sales—and that has been the custom very generally during the last 12 or 13 years—two main methods have been followed. These have been (1) reporting all such sales and distrib-

uting them daily, weekly or monthly as arranged, or (2) filing price lists and reporting and distributing when and as any individual sale was made at variance with the current price lists. There have been two obstacles in handling these reports, one practical and the other legal. Generally, sales are too numerous to make a report of every transaction. In fact, such procedure would be of no value and would be unnecessarily expensive. Legal authorities have claimed that filing such lists and reporting only sales made at lower than the list price implies an agreement to adhere to the list prices. Actually, it is merely an announcement by each member of his published list prices, with the unqualified right to make any other price at any time he may so decide.

Such have been and are the methods of collecting and distributing price reports through a central bureau. When functioning, it becomes routine and systematic. Such reports have naturally narrowed the competitive spread in prices, and also prevented both unreasonably low and unreasonably high prices.

It is true that this principle is rejected by many executives and lawyers, in some cases because it really does not fit particular industries; in others because there still remain doubts of legality; but perhaps in a majority of the cases because the workings of the plan are not understood. But let the past be as it may the National Recovery Administration has definitely recognized the open price policy and the establishment thereof collectively by members of an industry through a code of fair competition.

Such a policy established by all the members of an industry and enforced, puts the full responsibility upon each individual seller for destroying his own market if he does not adopt and follow the open price principle. It gives him the one thing he needs to establish an economically fair price for his goods and at the same time protects the buyer and the consumer. It preserves the freedom of individual action in pricing one's own goods. It prevents discrimination in price between customers and operates against arbitrary or unreasonably high prices.

This means in net effect that it is better, wiser and more businesslike for men to act out of full knowledge than out of ignorance; that the public announcement of price schedules does not restrain trade, and that it is not a crime for one to learn the prices at which his competitor is selling his goods. If such be not in the public interest, then ignorance should be exalted as the patron saint of business.

Observance by all sellers in an industry of openly published prices tends necessarily toward uniform prices because knowledge on the part of everyone dealing in a particular market inevitably narrows the competitive spread. Competition backed by adequate productive capacity is a sure safeguard against unreasonably prices when the individual is free to put into effect at all times a lower list of prices. Prices do become reasonably uniform and stable by and through

competition when all prices are brought out in the open. The U. S. Supreme Court has said in 2 important decisions that the reporting of prices through an association does tend to uniformity; but the court has approved such a practice as fair and equitable both legally and economically.

The NRA is not opposed to increased prices, commensurate with increased cost, nor to the making of reasonable profits. For obvious reasons it is opposed to price fixation. A policy permitting direct price fixation by industry would, in our opinion, be a serious blow to industry itself. Codes are daily being approved requiring members of an industry to file individual price lists with an association or agency. The antitrust laws prohibit agreement between competitors to adhere to their respective price lists filed with an association; obviously this has been a deterrent to spread of open price association practice in the past. The NRA sanctions and encourages provisions that require all members of a given industry to file their individual price lists. In addition, the NRA makes it an unfair trade practice for any member of an industry directly or indirectly to sell products at prices other than those stated in the price lists so filed. Furthermore, codes have been approved providing that the code authority with the approval of the administrator may require any member of an industry operating under open price provisions to submit cost data and other information in support of a revised lower price list, and if not justified that such a price list be withdrawn and another price list filed containing prices not lower than the lowest prices listed by any other member of the industry.

We feel the highest degree of confidence that the greater familiarity with open price practices and the working out thereof on the part of industry at large operating under NRA, means a tremendous step forward in price stabilization and elimination of unfair trade practices.

Commissioner Humphrey Dead

The many friends of Judge William E. Humphrey among the macaroni manufacturers were shocked last month to hear of the sudden death of the former Federal Trade Commissioner. He died in his home in Washington, D. C. Feb. 14, 1934 following a stroke. He was 71. Since his removal as federal trade commissioner by President Franklin D. Roosevelt, after Judge Humphrey had withheld his requested resignation, he had lived quietly in the nation's capital where for years he was honored in governmental circles.

Judge Humphrey was well known to the macaroni makers, appearing several times at conventions of the industry to discuss laws and procedure under the Federal Trade Commission. Only last June he addressed the convention in Chicago and appeared as the speaker at the

annual dinner in the Edgewater Beach hotel. When sent to investigate conditions in the macaroni industry at a convention in Atlantic City during the middle '20s he heard arguments pro and con on the accusation that some macaroni men were acting in restraint of trade, and at the conclusion of the con-



Judge William E. Humphrey

ference he expressed himself as fully convinced nothing of that nature existed or was even contemplated.

The chap ahead of you is there, only because you are behind him.

A man can hardly have grand visions if his mind is centered exclusively on himself.

Either be done with wanting it or be done with doing without it.

The surest way to get a turn for the better is to twist one for yourself.

If you don't believe in war, be consistent. Don't countenance conflicting emotions within yourself.

So many are stopped where they really were only interrupted.

When we guess wrong, the mistake is in guessing, not in the guess.

We make greater opportunities by making the most of the opportunities we have.

Affirming will do all it is reputed to be able to do if we keep affirming that a thing will be, until it is.

Reduced circumstances are just a circumstance in life, if taken in that spirit.

December Trade in Macaroni Products

According to the Bureau of Foreign and Domestic Commerce the international trade of the United States in macaroni products during December 1933 was normal.

Exports

Exports for the month were 148,495 lbs. worth \$10,591. For the 12 months ending Dec. 31, 1933 the total exports were 1,931,433 lbs., bringing to American manufacturers and exporters \$135,834.

Imports

Imports in December reached a high figure of 160,861 lbs. having a total value of \$13,178. Total imports for the 12 months of 1933 were 1,647,956 lbs. valued at \$113,407.

American made macaroni products were shipped to 38 countries and insular possessions during December, shown in the table below:

Countries	Pounds
Netherlands	2,975
Canada	7,837
British Honduras	1,222
Costa Rica	144
Guatemala	1,589
Honduras	14,795
Nicaragua	2,583
Panama	37,852
Salvador	100
Mexico	10,963
Miq. & St. Pierre Is.	375
Bermudas	865
Barbados	178
Jamaica	1,781
Trinidad & Tob.	162
Other B. W. Indies	753
Cuba	17,125
Dom. Republic	8,791
Neth. W. Indies	5,357
Haiti, Rep. of	5,286
Virgin Islands of U. S.	2,315
Surinam	30
Venezuela	1,045
Arabia	48
British India	396
China	2,671
Neth. E. Indies	72
Hong Kong	272
Japan	1,200
Phil. Islands	10,502
Other Asia	102
Australia	6
French Oceania	159
Br. W. Africa	230
Union of So. Africa	7,797
Mozambique	1,267
Hawaii	52,098
Puerto Rico	31,796
TOTAL	235,889

If Industry Doesn't

If industry does not organize and govern itself, either the state or the federal government will—with the consequent paralyzing effect on initiative and progress.—Gerard Stoepe.

When we go to a lot of trouble for nothing, it probably is because we tackled the job in a spirit of going to a lot of trouble for nothing.

BUYER'S GUIDE

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

(For addresses see advertisements in this issue)

EQUIPMENT AND MACHINERY

Dies

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

Die Cleaners

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

Driers

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

Flour Blenders

Champion Machinery Co.

Kneaders

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

Mixers

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

Noodle Cutters and Folders

John J. Cavagnaro
Clermont Machine Co.
The Charles F. Elmes Engineering Works

Noodle Dough Brakes

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

Packing Machinery

Peters Machinery Co.

Presses

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

Pumps

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

Sifters and Weighers

Champion Machinery Co.

MATERIALS

Cartons

Cuneo Press
National Carton Co.
Rossotti Lithographing Co.

Eggs

Armour and Company
Baur Flour Mills Co.

Flour

Cuneo Press
Rossotti Lithographing Co.

Labels

Cuneo Press
Rossotti Lithographing Co.

Semolina

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

Wrappers

Cuneo Press
Rossotti Lithographing Co.

SERVICES

Patents and Trade Marks
The Macaroni Journal

This Employer Goes Free

This might happen to anybody who uses a motor vehicle, whether a business truck or a passenger car:

Troy, N. Y.

We have rather an important problem here which we would like to submit to you. It involves a suit against us for the death of a man by an automobile accident. We carry public liability insurance, but not to the amount a verdict might be had against us. The accident happened in the following manner: One of our trucks was engaged in its regular work on May 10, 1933, and quit about 5 o'clock in the afternoon. Before the driver reported back to the garage at the end of the day we found afterward that he had used the truck to cart some of his own furniture to a new house where he was moving. We did not know of this at the time, but would have not objected if he had asked us. It was quite a trip from the place where the furniture was, to the place it was to go, and the driver seems to have been anxious to get through, and drove at a rather speedy pace. During the trip he ran down a man and killed him. The dead man was only forty years old and earned a good salary. He had five children, none aged twenty-one. A law suit has been brought against us for a large sum of money because the truck had our name on it and was being driven by our driver. Of course, we have placed the case in the hands of our own attorney, and have confidence in him, but believe two heads are better than

one, and knowing you have had wide legal knowledge on subjects about business men, we would greatly appreciate your opinion. If we have to stand for this it will be a heavy blow, as our attorney advises us that if there is a verdict it will probably be heavy.

E. R. Co. & Bro.

Of course, I have no concern with whether this driver has any defense to this claim, on the merits of the case, since no facts are given me as to that and the question I am asked does not deal with that. It may be that the man who was killed brought it on himself by his own negligence, in which event—if the jury believed that—there would be no verdict against anybody.

The question asked me, however, is simply whether the writer of the above letter is liable if anybody is. Under the law he is not, if the jury believes his testimony. I mean that it is within the jury's right to disbelieve it if it wishes to.

The law as to such a situation is this: To charge an employer with the negligence of a driver of a vehicle that kills somebody, the plaintiff (the person bringing the suit) must show that at the time of the accident the driver was engaged upon his employer's business. If he was not so engaged—if at the time of

the accident he was on some business or some excursion of his own, the employer is not liable. It is only when the relation of employer and employe exists, in other words, when the employe is doing work for the employer, that the employer is held responsible for the employe's negligent acts.

In this case according to the facts given me, the driver ceased to work for his employer at 5 o'clock and started in working for himself. At the time of the accident he was doing no work whatever for the employer, but was engaged on his own business without the employer's knowledge or consent. The employer is therefore not responsible for the accident in any degree. It makes no difference that it was his truck and his driver—the relation of employer and employe had been temporarily suspended, and it follows that the only person liable for the accident is the driver.

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

It takes more than living on the right side of the railroad to make us the right kind of people.

Too often we expect credit for trying to do what we are only pretending to do.



Fresh Frozen Eggs
... NOW entirely free
from shells and grit

USUAL FROZEN EGGS
NOTE SEDIMENT

CLARIFIED FROZEN EGGS
NOTE CRYSTAL CLEARNESS

NEW EXCLUSIVE PROCESS MAKES
Armour's
Cloverbloom
Fresh Frozen
EGGS

A REAL VALUE TO YOU!

Armour and Company now brings you a remarkable new high quality in frozen egg yolks. Here is a new standard of comparison!

This new process removes all shell fragments and shell grit. It also breaks up all fibrous substances which affect the uniformity and consistency of the finished product.

There is no separation of moisture and solids either before freezing, when frozen or after defrosting. The fat particles are more completely broken down by this new process. This gives a better distribution and greater smoothness of color.

Armour's fresh Cloverbloom frozen egg yolks are carefully selected, accurately graded and especially packed for that dark golden color so essential in making the best egg noodles. They contain the desired percentage of solids.

Therefore, when Armour's new process yolks are incorporated in the noodle mix, smooth, clean, even colored noodles are the natural result.

Prove these facts for yourself . . . Remember . . . No Shell . . . No Grit.

Available everywhere through Armour and Company Branch Houses or any Armour Food salesman.

ARMOUR AND COMPANY
FROZEN EGG DEPARTMENT * CHICAGO, U.S.A.



DURUM MILLERS CONFERENCE

The durum millers of the northwest and representatives of the Macaroni Code Authority conferred in Minneapolis on Feb. 23, 1934, and from the conference came a perfect understanding of the raw material standards under the code and of the regulations for such standards as promulgated by the Macaroni Code Authority. B. R. Jacobs, deputy code executive, Washington, D. C., and John V. Canepa, code authority member, Chicago, Ill. represented the manufacturers. Representatives of the durum milling firms who were in attendance were:

C. P. Walton, Capital Flour Mills, Inc.
J. J. Padden, Crookston Milling Co.
William Fulton, King Midas Mill Co.
D. K. Verxa, Pillsbury Co.
W. W. Southerland, Pillsbury Flour Mills Co.
J. M. Quilty, H. H. King Flour Mills Co.
Clarence Hempstead, Pillsbury Flour Mills Co.
W. E. Woolley, Duluth-Superior Co.
F. C. Roberts, General Mills, Inc.
Walter H. Mills, Washburn Crosby Co., Inc.
J. T. Diefentach, Amber Milling Co.
M. A. Lehman, Pillsbury Flour Mills.
C. W. Hardenburgh, Minneapolis Milling Co.
W. D. Ousdahl, Commander Milling Co.

Dr. Jacobs read the "Explanation of Labeling and Standards Provisions" adopted by the Macaroni Code Authority and issued Feb. 10, 1934. He explained the ash limitations in the various grades

of durum products, particularly the form of guarantee which it was suggested should accompany all invoices covering the farinaceous ingredients of products sold macaroni and noodle manufacturers. The form as adopted reads:

"We, the undersigned, guarantee that the semolina, farina, and/or flour covered in this invoice is properly designated as to grade and that it contains NOT more than _____% ash.

The millers approved the guarantee form as proposed by the Code Authority. All products are to be labeled exactly as to their contents, which means that granulars, for instance, and all blends or mixtures should bear the label of—"a blend or mixture, semolina and flour."

The use of superlative terms as to quality was to be restricted even avoided whenever possible, since there was no unanimity of opinion as to who should be responsible for the burden of guaranteeing "highest quality."

The durum millers were urged to send to the Washington laboratory for analysis any of their products on which there was any question concerning proper classification as to grades.

As a result of the conference the millers and Macaroni Authority are in perfect accord on all major questions and

will work together in strict and smooth enforcement of the provisions of the Code dealing with standards of raw materials.

How Doth the Busy Bee!

When some of your salesmen and managers complain that it is hard to make sales, and report that it is impossible to find buyers for your products, remind them that a red clover blossom contains less than one eighth of a grain of sugar, that 7000 grains are required to manufacture a pound of honey, that a vagabond bee seeking everywhere for sweetness must obtain this material from 56,000 clover heads.

Tell them, too, that the bee is compelled to insert its proboscis separately into each floret or flower tube, and that there are about 60 of these to each head. Remind them that the bee, in performing that operation, 60 times 56,000 thousand, or three million, three hundred and sixty thousand times, gets only enough nectar for one pound of honey, and then doesn't get the honey.

The bee has preached another sermon. It is time for some of us to learn what work really is.—*The Vagabond.*

March 1, 1934

THE MACARONI JOURNAL

19

NOODL-ETTES!!!

By MacNoodle



Pantry
Bankers
Cramp
Business

Just make a rough guess at the amount of currency the people of your city are keeping out of circulation by hoarding it in a safe deposit box or in a sugar bowl on the top pantry shelf. Multiply the amount you think is hoarded in your community by the number of similar communities in the country where the same process is going on. The result is a huge sum, put where borrowers cannot borrow, but where thieves may and perhaps will break through and steal.

There may not be a railroad company desirous of borrowing a million dollars from your bank, but there may be a small manufacturing plant that wants to modernize its equipment, that could take \$10,000 and make some changes that would fit it to compete with present day conditions. There may be dairymen who need to borrow to provide refrigeration to keep their milk at a temperature that will mean top price at the creamery. There may be merchants who could meet outstanding competition if they could borrow to modernize store front and interior.

There are people around you who could use money to good advantage if it were obtainable. But those people cannot borrow money that is hidden away in an old sock. The hoarders of that money wouldn't lend it if the prospective borrowers asked them. Anyone afraid to trust money to a bank will not be apt to trust it to a commercial borrower.

A while ago a business man told me, "I've taken what cash I can spare and put it where I can get it when I want it." That man took \$1,000 out of circulation and put it in cold storage where it will not increase in amount—and may decrease or disappear.

He has not hoarded away as much as many others, but he has done his bit toward putting the business of the United States on the blink. He is one of those whose action makes inflation seem a necessity, who brought about the government demand for hoarded gold.

In order to help business, it isn't necessary to take the cash from the sock, sugar bowl or safe deposit box and spend it. Whatever one can do in the way of spending will help, but if the currency is merely deposited in the bank where someone else can spend it, that act will be a public benefit.

A USER'S COMMENT

THE JOHN B. CANEPA COMPANY

MANUFACTURERS OF
RED CROSS MACARONI AND SPAGHETTI
302-310 WEST GRAND AVENUE
CHICAGO



Champion Machinery Co.,
Joliet, Ill.

Attn: Mr. P. A. Motta, Secy.

Dear Mr. Motta:

Appreciating your good service, I have, for some time intended to write you and let you know that the scales and elevator conveyor we purchased from you are giving first class satisfaction.

In fact we have had no trouble whatever with them.

Naturally a manufacturer appreciates real service when he gets it and it is only your due to be made acquainted with the fact that you have given us the kind of service we want, and your machinery has proven to be all that you claimed for it.

Best wishes and every success to you,

Very truly yours,

THE JOHN B. CANEPA COMPANY

John B. Canepa

JVC/233

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

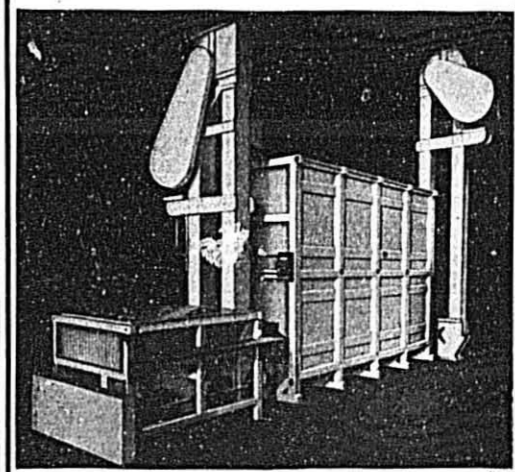
ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets

New York, N. Y.



Durum Wheat

is again selling at a premium; therefore, you, like others, can also use . . .

ROMEO

High Protein, Unbleached Kansas Hard Wheat Patent Flour advantageously in many of your products.

Wire for price today!

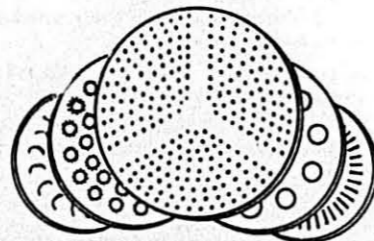
BAUR
Flour Mills Company
Est. 1870 St. Louis, Mo.

GIVE US A TRIAL

if you want

QUALITY  SERVICE

WORKMANSHIP **



FOR

These are the things we guarantee to give you, with every die you order from us.

We want your patronage solely upon the merits of our dies.

*



THE STAR
MACARONI DIES MFG. CO.

57 Grand St. - - New York, N. Y.

Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Pick Your Color Clues With An Eye to Censorship

Drat the luck, or bless it! Seemingly every business policy must be shaped nowadays so as to jibe with governmental paternalism, the New Deal in particular. The packaging of macaroni and like specialties is no exception. In all the responsibilities from picking a brand name to arranging the self selling store display it is necessary when planning for the long pull to outguess and discount the probable future "reforms" of the Federal food censors.

One phase of this tacit obligation which has seemingly escaped the attention of most macaroni and noodle marketers is the need to cater in color to the more sensitive conscience at Washington. No need to dwell in introduction, on the increasingly important part which color has come to play in the "dressing" of consumer units of macaroni, etc. From the earliest days of the industry, packers of macaroni have had, shrewdly enough, a weakness for color as a means of making their packages recognizable to customers and to prospects recruited by advertising. When the colored cellophanes and other tinted transparent wraps came along the effect was to apply a new spur to the capitalization of color.

In all the recourse to color the average glorifier of macaroni has been moved by an ambition to make a trade mark out of his chosen color or combination of colors. Doubtless he has realized (for the fact has been emphasized in previous numbers of THE MACARONI JOURNAL) that no color of itself may be registered as a trade mark. But it has been in the mind of the average believer in the rainbow to make of his color clue, a trade mark in fact if not in name. Maybe he has been quite content not to try to enter his pet expression of color at the U. S. Patent Office and has relied upon the common law to protect him against imitative use of his color layout by a competitor. So far, so good, in color philosophy. But now arises a situation wherein the brander-via-color may not be safe, even though he does not ask a Federal franchise to clinch his monopoly of the particular color he has "pioneered."

The new threat to color complacency is found in the plot of the Department of Agriculture officials to extend their food censorship to package colors, irrespective of the statements printed on the colored paper or cardboard. As matters now stand the U. S. Food and Drug

Administration has presumably no license to dictate to any packager what colors he shall use or shall not use. But a life-and-death power over package colors is tucked away, more or less out of sight, in the legislative program that started with the Tugwell bill or the Copeland bill, as the administration measure is sometimes designated.

Even now the reformers are not so brash as to propose arbitrary control of color selection in packaging, in terms of frank indulgence of their personal preferences and prejudices. Oh, no! they are coming to the goal of color censorship by a roundabout route, viz, the liabilities of color for consumer deception. The club that would be used to set up an unwritten code of color proprieties would be found in that joker in the projected revised edition of the Food and Drug Act which would outlaw as "misbranded" any food container so made, formed or filled as to "mislead" the purchaser.

What brings this issue "close to home" for the macaroni community is that the color employment which has especially incited the reformers occurs in the macaroni field. What irks the wouldbe color censors is the use in instances of yellow wrappers as receptacles for plain noodles. Despite the fact that the offending units are conspicuously marked "Plain Noodles," the skeptical officials insist that the yellow wrapper "makes them look like egg noodles" and they propose to crash down on all such supposed color symbolism, if Congress grants the drastic powers that have been asked.

Well, what about it? Nothing in particular, except that from now on it might be just as well if the macaroni packer who does not want to have a run-in with the officials nor have his production schedules upset, were to pick and place his package color clues with a wary, if contemptuous, eye for the terrors of color censorship. Somebody in the back of the audience may rise to remark that the Tugwell bill in its entirety is not a law, and is never likely to be. Granted, but let's be realistic enough to realize that, whatever happens to this particular program in Congress, food censorship by and large is edging up all the while, grabbing off new powers bit by bit via amendment of the old law where it can't obtain a general blanket extension. Moral, it is probably only a question of time until we face some sort of Federal sentry service against "deceptive," "mis-

leading" or "mistakable" packages. And if that spells color censorship, watch your color step.

If we are granted so much of theory for the sake of argument, probably it won't be hard for the captain of the macaroni industry to concede that on the theory of the stitch-in-time it may be just as well to start, forehandedly, to detour color pitfalls. The instance of the yellow wrappers for noodles illustrates specifically what will be the approach of officials to color contacts. By this sign we may tremble for the fate of any color which might be charged with exaggerating the appearance of a food article or suggesting to the imagination an attribute not actually present in the food.

Supposing we accept the wisdom of discounting the future on this color complex, how may color users go about it? In several ways, thanks be. First by avoiding colors that perhaps through coincidence are a bit too eloquent of macaroni or noodle characteristics. Secondly by "alibing" any color that might be challenged by avoidance of use of the plain color. Thus, let's imagine that the sting of the yellow wrapper for plain noodles (above referred to) might be drawn if the packager were to present his yellow wrapper spattered over with bold black printing conveying with overshadowing emphasis the message of the actual character of the contents.

Escape No. 3 from the threatened consequences of color censorship consists in the use, not of a lone color—which would have to bear the full brunt of official disfavor if any—but of a combination of two or three colors. This is a color solution devoutly to be recommended because it is good strategy, quite aside from its value as a hostage to censorship. Given effective team play and cleverly chosen color mates are capable of attaining "attention power" that can rarely be developed by any color operating single handed.

While we are toasting the color combination, a word may be said in comfort for the macaroni packager who clings to the faith that public recognition of product and producer is facilitated by use of a single "pointer." Recourse to a color alliance does not necessarily mean employment of contrasting colors. The new cult in package design is all in the direction of "color analogy." That is to say the association of two or three shades of the same color. Thus, printing in

Volete Una Pasta Perfetta E Squisita

Usate!



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

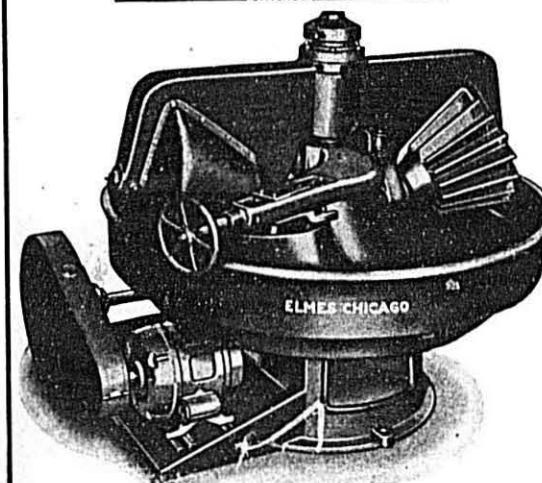


Let's Get Together

IT SPEAKS FOR ITSELF
A NEW KNEADER

Made By

HYDRAULIC MACHINERY
ELMES
CHICAGO



THE CHARLES F. ELMES ENGINEERING WORKS
213 N. Morgan St. SPECIAL MACHINERY Chicago

COME to "Headquarters" for packaging ideas. Rossotti has rightfully earned the distinction of being "PACKAGING HEADQUARTERS FOR THE MACARONI TRADES"! For more than 35 years we've specialized in producing labels, folding cartons and wrappers for macaroni products. Packages that get attention and sales.

Packaging is a tremendously important consideration. It exerts such a powerful influence on sales. Isn't it good business then to be extra critical... to entrust the packaging of your products to those who are doing an outstanding job in your field? Let's get together! Write today for suggestions, sketches, estimates. Send for samples of our patented process "window" package and big line of stock labels. There's no obligation. Address Dept. M-8, please.

BRANCH OFFICES

612 N. Michigan Ave.
119 So. 4th Street
343 Front Street

Chicago
Philadelphia
San Francisco

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

light blue on a dark blue background. This does the trick of variation in package composition and yet holds the picture to the one general or basic hue which the packer is cultivating as a trade mark.

Yet another way to cross fingers on the censurers of tomorrow is to employ color as the dependable clue for product identification but to translate it, not as a color envelope or package cover, but as a specific expression of color. Say a yellow crescent, a blue moon, a red star or a green diamond. Probably not the most extreme censorship would quibble over a yellow band or a yellow circle. If the trade mark name is chosen at the same time that the color dress is decided upon, it may be all the easier to establish a presumption of innocence by dovetailing the band and the background. For instance, christening the specialty "Golden Arrow" with a representation of an orange device to match, or "Cream of the Pack" with a setting of appropriate mellow tint. Incidentally the wise planner of color clues has a care to pick pigments least likely to fade in the glare of show windows or open display.

Plan Better Durum

Growers and wheat experts from 6 important wheat producing states in the northwest gathered at the Nicollet hotel, Minneapolis, Feb. 15-16, to consider ways and means of producing better and more profitable wheat during the next 5 years.

It was the largest conference of spring wheat experts held since 1928. It was sponsored jointly by the United States Department of Agriculture, the Northwest Crop Improvement association of which M. R. Sumner is secretary and active executive, the agricultural departments and colleges of Minnesota, North Dakota, South Dakota, Montana, Iowa and Colorado.

The principal topic of discussion was the development of other spring wheats similar to durum wheat that have increased resistance to rust, heat, drought and the common wheat diseases. Another important topic was a report of tests made in cooperation with the millers to determine the precise milling, baking and cooking values of flours made from the several varieties of wheat with which experts have been experimenting in recent

years. Macaroni products made out of northwest durum wheat were also inspected in connection with the durum wheat improvement program being promoted by durum millers and the Northwest Spring Wheat Improvement association.

Research On Food Merchandising

Dr. Edward R. Weidlein, director, Mellon Institute of Industrial Research, Pittsburgh, Pa. has announced foundation of an industrial fellowship by Toledo Precision Devices, Inc., an associate organization of the Toledo Scale Co., of Toledo, O. This fellowship will investigate problems involved in food merchandising, especially in the storage and display of food during distribution through wholesale and retail grocers. It is believed that studies of food keepability in the laboratory and in cooperation with the distributing trade will result in acquisition of technical information leading to improved methods of food distribution through grocery stores.



A Code of Fair Competition is purely and simply a means to an end,—the elimination, in the macaroni industry, or the alleviation of ruinous trade practices. The U. S. government offers to cooperate with the willing Macaroni-Noodle Manufacturers toward that welcome end but the Code will succeed only in the degree with which its provisions are observed and the seriousness with which its objective is sought by those whom it aims to help.

THE ENERGY FOOD



**Healthful
Delicious
Economical**

• Meat From Wheat •

*Spaghetti so termed by food expert . . . Physical director
Coins Phrase . . . Cheese combination for growth*

By MILO HASTINGS, Director Physical Culture
Food Research Laboratory

At our physical culture food research laboratory we feed white rats on diets similar in content to a typical restaurant meal in which 50% of the total food is in the form of the "meat order."

In the one case this was porterhouse steak (meat in which 20% was fat) and in the other case it was macaroni and cheese.

The meat diet gave a rate of growth that was about 26%, or only a little better than one fourth of the normal rate. The same diet with macaroni and cheese substituted for the meat gave a rate of growth that was 6% better than normal.

In looking over the typical diets of various sections of the world we find that those who have plenty of meat usually

eat it, and those countries where meat is not so abundant develop other dishes that take the place of meat in the meal which we call "meat substitutes."

Thus the Japanese has his soy beans and the Italian his spaghetti.

We are a composite nation in America and we get our food ideas as well as our population from all over the world. We haven't much of a success adopting the Japanese soy bean but we are certainly learning to like spaghetti, or macaroni, which is the same thing in a different mechanical form. While one still goes to an Italian restaurant to eat spaghetti when dining out, there are plenty of native born Americans eating this food in their own homes.

However, the American has not developed the idea of eating spaghetti as the main dish of the meal but is adding it more as a side dish to a bread and meat diet.

This is not the right idea, for we miss the point when we add spaghetti to bread and meat instead of substituting it for them.

Macaroni and spaghetti are made from wheat but the best brands are not made from ordinary soft wheat but from specially grown durum wheat, which was introduced into this country for the purpose by the United States Department of Agriculture. This wheat is a high protein or high gluten wheat and contains nearly twice as much gluten as the starchy varieties of soft wheat.—(Contributed.)

ANNOUNCING

MALDARI'S INSUPERABLE MACARONI DIES

at attractive prices

REPAIR WORK A SPECIALTY

quotations cheerfully submitted

WRITE TODAY TO:

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, N. Y.

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

The MACARONI JOURNAL

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

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

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

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

SPECIAL NOTICE
 COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.
 THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
 REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
 Display Advertising . . . Rates on Application
 Want Ads . . . 50 Cents Per Line

Vol. XV March 15, 1934 No. 11

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 1934 the following were reported by the U. S. patent office:

PATENTS

Die for Spiral Macaroni

A patent die for forming spiral macaroni was granted Angelo Ronzoni, New York, N. Y., assignor to Ronzoni Macaroni Co., Inc., Long Island City, N. Y. Application was filed Sept. 26, 1933 and given serial number 690990. The official description given in the Feb. 6, 1934 issue of the Patent Office Gazette follows:

"In a molding machine adapted for extruding plastic material, a plate having a plurality of passages extending inwardly from one side partly through the plate, said passages being of substantially circular cross section and arranged in a row, the bottom of each passage being substantially cone shaped with the apex pointing toward the opposite side of the plate, said plate having a slot therein extending back from the opposite side of the plate to the passages, said slot being formed in a series of joined arcs with their convexity in substantially the same direction, an arc for each passage, substantially the midpoint of each arc passing through the apex of adjacent arcs coming between their corresponding passages, said passages and slot causing the material extruded therefrom to be formed in a series of rounded transverse ridges curving longitudinally back toward the plate, said plate having a trough located to receive the material on its way back, and shaped to guide the material entering the trough to spiral back upon itself."

TRADE MARKS REGISTERED

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

The private brand trade mark of Lee and Lee company, New York, N. Y. was registered for use on noodles. Application was filed Aug. 29, 1933, published by the Patent Office Nov. 28, 1933 and in the Dec. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Sept. 1, 1932. The trade name is written in Japanese type on a Japanese lantern.

Pantripak

The private brand trade mark of Boeger Bros. Products company, St. Louis, Mo. was registered for use on noodles in alphabet form, and other groceries. Application was filed Sept. 2, 1933, published Nov. 21, 1933 and in the Dec. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Aug. 23, 1933. The trade mark is in large type.

Margellina

The trade mark of the General Importing company, Middletown, Conn. was registered for use on macaroni. Application was filed Oct. 25, 1933, published by the Patent Office Dec. 19, 1933 and in the Jan. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since July 5, 1933. The trade name is in heavy type underneath which is a picture of a town taken from the bay.

TRADE MARKS APPLIED FOR

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

Sun-Vite

The trade mark of L. A. Pacific Macaroni Co., Los Angeles, Cal. for use on macaroni, spaghetti and noodles. Application was filed Dec. 22, 1933 and published Feb. 6, 1934. Owner claims use since July 8, 1933. The trade mark is a sun and its rays over which is written the trade name in heavy type.

Jewel T

The private brand trade mark of Jewel Tea Co., Inc., Barrington, Ill. for use on spaghetti, noodles, macaroni and other groceries. Application was filed Dec. 13, 1932 and published Feb. 20, 1934. Owner claims use on the above named products since February 1925. The trade mark is a circle in the center of which is a large "T" and across the diameter of the circle is the trade name "Jewel."

San Giuseppe

The private brand trade mark of F. & M. Importing Co., Inc., Los Angeles, Cal. for use on alimentary pastes and other vegetables. Application was filed April 10, 1933 and published Feb. 20, 1934. Owner claims use since Jan. 1, 1933. The trade mark is a square across the top of which is written the trade name in small type.

Floral Crown

The trade mark of Floral Crown Food corporation, New York, N. Y. for use on egg noodles. Application was filed Sept. 27, 1933 and published Feb. 20, 1934. Owner claims use since Feb. 24, 1933. The trade name is in black type written in an arc.

Viviano

The trade mark of V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo. for use on alimentary pastes, including macaroni and spaghetti. Application was filed Nov. 14, 1933, published Feb. 20, 1934. Owner claims use since Sept. 12, 1912. The trade mark is shaped like a diamond near one corner of which appears a large eagle and five medals.

Bo-Noodles

The trade mark of the Kansas City Macaroni and Importing company, doing business

as the American Beauty Macaroni Company, Kansas City, Mo. for use on noodles. Application was filed Dec. 11, 1933 and published Feb. 20, 1934. Owner claims use since June 1, 1933. The trade name is written in large heavy type Vincennes

The private brand trade mark of Vincennes Packing Corp., Vincennes, Ind. for use on spaghetti and other groceries. Application was filed Aug. 24, 1933 and published Feb. 27, 1934. Owner claims use since Feb. 1, 1931. The trade name is fan-shaped diagram.

Minnesota

The trade mark of Minnesota Macaroni Company, St. Paul, Minn. for use on alimentary pastes including macaroni, spaghetti and egg noodles. Application was filed Jan. 11, 1934 and published Feb. 27, 1934. Owner claims use since April 1, 1931. The trade mark is a circle in the center of which is a woman holding a mixing bowl.

WANT ADVERTISEMENTS

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

WANTED—Good second-hand hydraulic press for long paste. Box No. 22, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—Cut paste drier made by P. J. Serio of Los Angeles, Cal. Practically new. Will sell at a sacrifice. P. O. Drawer 350, New Orleans, La.

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

USE
Lombardi's Dies
 FOR
BETTER MACARONI
 GOOD DIES ARE
 NECESSARY FOR
 GOOD MACARONI
 Phone HAYmarket 4873
 1150 West Grand Avenue
 CHICAGO

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

THE CAPITAL TRIO



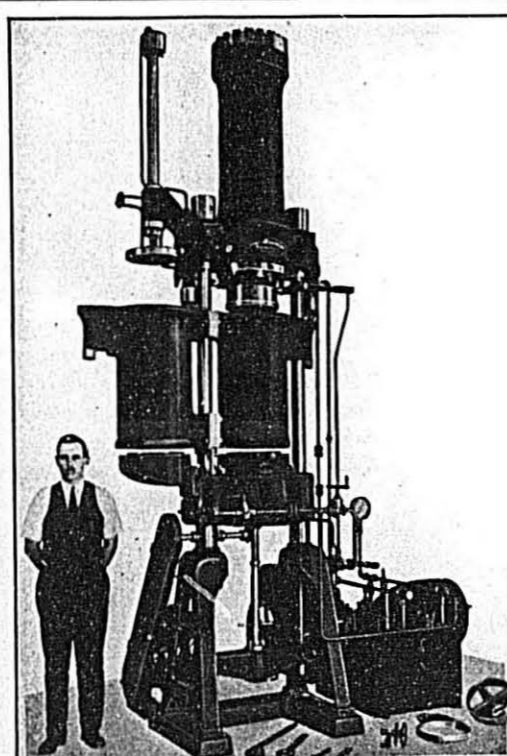
The above brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat.

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS
CAPITAL FLOUR MILLS

Offices
 Corn Exchange Building
 MINNEAPOLIS, MINN.

INCORPORATED

Mills
 ST. PAUL, MINN.



John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
 Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

*National Macaroni Manufacturers
Association*

Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1933-1934

G. G. HOSKINS (35), President.....320 E. Church St., Libertyville, Ill.	ALFONSO GIOIA, Adviser.....Rochester, N. Y.
LOUIS S. VAGNINO (35), Vice President.....St. Louis, Mo.	WILLIAM CULMAN (35).....Long Island City, N. Y.
GAETANO LAMARCA (34).....Boston, Mass.	V. GIATTI (36).....Brooklyn, N. Y.
WALTER F. VILLAUME (34).....St. Paul, Minn.	EDW. Z. VERMYLEN (36).....Brooklyn, N. Y.
R. V. GOLDEN (34).....Clarksburg, W. Va.	JOSEPH FRESCHI (35).....St. Louis, Mo.
FRANK A. GHIGLIONE (34).....Seattle, Wash.	JOHN V. CANEPA (36).....Chicago, Ill.
	G. GUERRISI (36).....Lebanon, Pa.
	B. R. JACOBS, Representative.....Washington, D. C.
	M. J. DONNA, Sec'y-Treas.....Braidwood, Ill.

1934 Convention Facts

Chicago, Illinois, will welcome this year one of the biggest gatherings of macaroni-noodle manufacturers ever held.

The 3-day conference will be held in the Edgewater Beach hotel on June 12-13-14, 1934.

The arguments that swayed the association directors were:

- 1—The convenient situation of Chicago with respect to the several manufacturing centers.
- 2—The location of the Macaroni Code authority in that city with all data and records within easy reach.
- 3—The extension of A Century of Progress through the summer of 1934, permitting visiting manufacturers to take advantage of both the fair and the convention without additional expense.

Never in the history of the macaroni industry were there so many good and sufficient reasons for attending a general meeting of the industry as there will be this year. With practically every worthwhile plant in the country enrolled under the Macaroni Eagle and with so general a desire to operate legally and effectively thereunder, the attendance should be to every manufacturer a matter of special business this year.

Manufacturers will be kept fully advised of program developments as progress is made under the Code and in the nation wide organization plan now under way.

A Compliment?

It is quite natural to wonder just what was in the back of J. Harry Diamond's long head when he wrote Secretary and Editor Donna on Feb. 21, 1934 on his firm's letterhead,—Gooch Food Products Company, Lincoln, Neb. as follows:

Lincoln, Neb. Feb. 21, 1934.

Mr. M. J. Donna,
Braidwood, Ill.

Dear M. J.:

In looking over the MACARONI JOURNAL of Feb. 15, I noticed the cartoon on page 26.

I tried to figure out which one of the macaroni manufacturers the sick man resembled. I finally came to the conclusion that he resembled the secretary very much. I suppose this is as it should be.

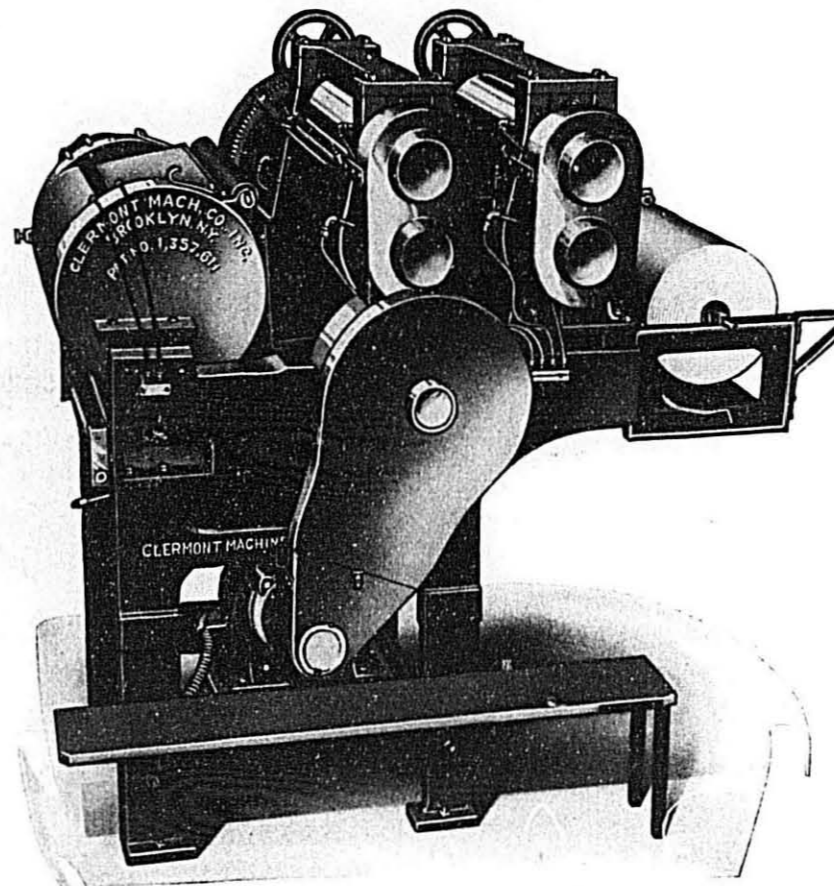
Very truly yours,
Gooch Food Products Co.
J. H. Diamond, Sec'y.

Coming from you, Harry Diamond, this may even be considered a compliment. When the Macaroni Industry is sick or when the National Macaroni Manufacturers association is suffering from any inherent or self inflicted ailment, the Secretary is naturally sore at heart. All fun aside, and irrespective of whom the sick man represents, the truth is that the whole industry has been and still is in very bad shape and that the faithful, religious use of the remedy offered will soon place it on its feet, and incidentally relieve the sympathetically sore heart of the secretary. Let's all take the proffered dose with the best of intentions and we'll be surprised at the speed at which we all will recover.—(M. J. Donna, Secy-Editor.)

Another New Development

**Clermont High-Speed
Noodle Cutter**

HAS NO EQUAL



Produces from 1000 to 1200 pounds an hour

Write for full particulars to
Clermont Machine Company, Inc.
 268 Wallabout Street
 Brooklyn - New York

WATCH FOR OUR NEW DEVELOPMENTS



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

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

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

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

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

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

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

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

PILLSBURY'S *Semolina*