

**THE  
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JOURNAL**

**Volume XVI  
Number 8**

**December 15,  
1934**

*The*  
**Macaroni Journal**



Minneapolis, Minn.

DECEMBER 15, 1934

Vol. XVI No. 8

**Joyous  
Seasonal  
Greetings**



To all Readers of and  
Advertisers in the  
Voice of the Macaroni  
Industry.



National Macaroni Manufacturers Association

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



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Operating Under The NRA Code of Fair Competition For The Macaroni Industry  
Approved January 26, 1934. Effective February 8, 1934

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### NRA Removes Blue Eagle

The order was issued by the National Industrial Conference Board, Inc., which is the administrative body of the National Recovery Administration. The order was issued to all companies which are members of the National Industrial Conference Board, Inc. and all companies which are not members but which are doing business with the members.



WE DO OUR PART

QUALITY  
IS  
SUPREME  
IN

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MINNEAPOLIS MILLING CO.  
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# THE MACARONI JOURNAL

Volume XVI

DECEMBER 15, 1934

Number 8

## The Code Year in Retrospect

The year 1934 is rapidly drawing to a close. So comes an opportunity to study the general effects of the New Deal Plan of regulated, self government for the Macaroni Industry. What has been our experience during the twelve months? Has the New Deal proved as beneficial to the individual and to the industry as all of us had expected? How has it helped and wherein has it failed? If it has not succeeded in aiding us to the extent of our individual or collective expectations, who or what is to blame?

These and other similar questions naturally present themselves in this period of review. They are logical and timely. They must, however, be answered from our experiences as individuals and collectively as an industry, always keeping in mind that the New Deal was not a promised cure-all, but a means offered for self regulation. If our Industry and its individual members have not grasped fully and determinedly the opportunities for trade betterment offered by the New Deal, some one or some thing is to blame. Who or what is guilty?

The New Deal went into effect in June 1933, with the passage of the National Recovery Act. For the effectuation of the aims and purposes of that Act insofar as the macaroni manufacturing industry is concerned, the Macaroni Code, an instrument of the Industry's seeking, became effective on February 8, 1934. After a trial of nearly a year, a checkup of its effects and results is opportune.

The Macaroni Code as devised by the Industry and approved by the government gave to all macaroni-noodle manufacturers, large and small, certain privileges of supervised self control which were assumed in all earnestness when the Code became the new law of the trade. Along with privileges granted it placed certain specific obligations,—principally the payment of specified minimum wages to an increased number of employes for a maximum number of hours per week. It also stipulated regulations concerning quality of products and labeling thereof, all for the purpose of protecting the consumer and placing manufacturers on a fairer competitive basis. In recompense for these obligations manufacturers were privileged to set a fair and reasonable price on their products, insuring against sales below cost. It was also the aim and intent of the Code to eliminate or greatly lessen the evil of unfair competitive practices that have for years caused ruin and consternation. How far it has succeeded,—manufacturers can well judge for themselves.

After months of preparatory work and the expenditure of many thousands of dollars, the Macaroni Industry by an al-

most unanimous vote set up an organization to effectuate the purposes of its Code. Practically every important manufacturer in the country acclaimed the act as the Industry's salvation and pledged to it its full, unselfish support. Some have continued to observe faithfully every provision of that instrument, while others have acted almost from the very beginning as if they had had their fingers crossed when signing their certificates of compliance, because they started early to seek ways and means of circumventing its provisions. If the Macaroni Code has failed in any respect to attain its objective, this latter group must bear the brunt of the blame.

In the suggested review of conditions confronting the individual or the Industry at the close of the year, each is asked to make a fair examination of his business conscience by answering secretly the following questions:

Have I been entirely fair and truly earnest in my efforts to observe the provisions of the Macaroni Code?

Have I been fair to my government that has offered me this instrument of self salvation and have I been loyal to my fellow manufacturers to whom I pledged my faith?

Have I posted open prices religiously and honestly,—always above cost of production and have I faithfully abided by these posted prices?

Have I paid regularly and ungrudgingly my fair and reasonable share of the cost of administering the Macaroni Code and in said payments have I truthfully reported the number of barrels of raw materials converted into macaroni products?

Have I paid my employes at least the minimum wages they are entitled to and in fairness to the New Deal, have I worked them only the maximum numbers of hours, hiring additional workers when necessary?

Have I been truly considerate of my government that permits me to do business and of my fellow manufacturers with whose future my destinies are more or less entwined?

Finally in making this analysis of one's attitude during the past year it should not be forgotten that under the Macaroni Code, the new law of the industry, there has been a decided tendency to change from the excessively individualistic operations of years gone forever to the more considerate cooperative era planned by the sponsors of the New Deal, with all its promised advantages. Also that in attempting to assume those advantages manufacturers are expected to willingly assume certain responsibilities that are inherent in the rights and advantages offered by the New Deal, and more specifically to the macaroni-noodle manufacturers, by the Macaroni Code.





## The CODE of the FUTURE

*Macaroni Code Authority Chairman G. G. Hoskins Predicts that the Macaroni Code of the Future Will be Predicated on the Macaroni Industry's Attitude and Reaction to its Present Code*

G. G. Hoskins

HEADLINES! SPEECHES! STATEMENTS! DENIALS! RUMORS! GOSSIP! NRA A FAILURE! NRA STRENGTHENS ORGANIZATION! NRA HELD UNCONSTITUTIONAL! NRA UPHELD BY STATE SUPREME COURT! PRICE-FIXING TO GO! U. S. DISTRICT COURT UPHOLDS MINIMUM REGIONAL PRICES IN LUMBER CODE! SUPREME COURT OF NEW YORK UPHOLDS MINIMUM PRICES RETAIL COAL CODE! NRA SETS MINIMUM TRANSPORTATION MARKUP FOR RETAIL AND WHOLESALE FOOD CODES!

With such a daily diet of information and misinformation it is remarkable that the members of the Macaroni Industry can retain any semblance of sanity where operation under the Macaroni Code is concerned. Therefore it occurs to me that because of this confusion, the members of the Industry may be interested in a straightforward discussion of the situation as I see it.

An analysis of the future of the Macaroni Code is futile unless it is first determined whether or not this Industry or any Industry may have a Code after June 16, 1935. This cannot be definitely settled except by an act of the Congress but the Administration is making quite definite plans for the continuance of the NRA and no substantial group of people is opposed to continuance in some form, therefore, we can conclude that the NRA will be continued and that the Macaroni Industry will have a Code after June 16, 1935.

The next question is: "In what manner will extended Codes compare with present Codes?" No definite policy has been announced, but judging from the trend of affairs at Washington, we predict that (1) there will be little change in labor requirements and the change if any will be to remove restrictions in the employment of labor which may have proved a definite hardship on Industry. (2) More emphasis will be placed on proper labeling of products and true advertising. (3) Destructive price cutting will be prohibited if desired by the Industry. (4) Open price provisions will be maintained if the Industry as a whole wants them. (5) More powers will be given to Code Authorities that can dem-

### A Reader-Interest Check

Are Macaroni-Noodle Manufacturers truly interested in the administration of their Code?

Do you read and digest articles specially prepared for THE MACARONI JOURNAL by Code Chairman G. G. Hoskins in his aim to keep you advised of this activity?

We, too, are vitally interested in making a checkup of this reader interest and invite replies to Chairman Hoskins' queries; also comments on his articles. He asks—

"I wish there were some way to ascertain how many macaroni-noodle manufacturers read my MACARONI JOURNAL articles because if I thought they were quite generally read, I would use this publication more and more as a medium through which to discuss topics of general interest that cannot be as well handled by letter.

"Also I think it would be fine if JOURNAL readers would contribute their ideas because if industry, in general, gets what it needs in the 'Code of the Future,' it must express itself in a way more forceful than that used by the 'vocal minority' which is always so ready to shout criticisms which are often taken as the opinions of the majority.

"I refer particularly to the matter of price control. I know most industries that have simple costs such as ours, want and need a 'sales below cost provision' in their codes; yet the Administration tends to oppose a definite formula for destructive price cutting because they have not heard enough real, intelligent arguments for it and have heard plenty against it. I'd like to get an opinion from every person who reads my article; I'll see that those opinions are properly passed on to Washington."

This is not the time for too much modesty. Business is in the midst of change and "public opinion" will be a deciding factor in determining the trend and the extent of that change. Macaroni-Noodle Manufacturers, the MACARONI JOURNAL is the VOICE OF THE MACARONI INDUSTRY. It is your voice. Express freely therein your views and comment just as freely on the opinions of others. Make good use of this privilege always accorded readers of this publication.—THE EDITOR.

onstrate ability to use such power for the public good. (6) Provisions in existing codes which cannot be readily enforced will be stricken out. (7) Attempts will be made to adopt uniform trade practices for similar industries. (8) Industry's enforcement and administrative

personnel will be unified for the sake of efficiency and economy. (9) Governmental enforcement machinery will be greatly improved but actual enforcement of trade practice provisions will depend almost entirely on the ability of the Industry to keep a substantial majority of its members in line without recourse to the courts.

Hastily written labor provisions have unquestionably disrupted the competitive balance in some industries, mostly right, but to some extent unjust. Most of us agree that uniform minimum wages in an Industry are a good thing but many of us overlook the fact that uniform wages may upset the competitive balance to an extent which will put some macaroni plants out of business. Please note the distinction between "uniform minimum" wages and "uniform" wages. "Uniform minimum wages" mean that labor will be protected against exploitation by ruthless employers. "Uniform wages" mean that macaroni plants located away from their consuming markets will, under extreme condition of competition, go out of business. Let me illustrate:

Two plants side by side in a metropolitan area, competing for the same consuming trade cannot be at a disadvantage when paying uniform wages but if unrestricted on minimum wages, each, seeking advantage of the other, might force wages to a point where labor could not maintain the standard of living essential to continued progress as an enlightened democratic nation.

On the other hand, if one plant was located where transportation cost was high and if that plant had developed there because of cheap labor, a sudden imposition of uniform wages would tend to throw production to the plant in the congested consuming area. This may be happening in the Macaroni Industry and being so, if there is not a tendency to pay higher than Code wages in the Metropolitan areas, changes should be made in the labor provisions of the Macaroni Code.

The labeling provisions in the Macaroni Code may need to be changed and improved as experience develops the need for changes but in general they are good and will be maintained. They are the type of code provisions which meet the approval of all divisions of the Adminis-

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tration because they are aimed to provide the consumers with true information and are not unduly restrictive on the industry. In general, they are popular with the Industry yet some members use every subterfuge to evade them. Examples: "Below standard, but not illegal" stamped on the smallest panel of a carton and smeared so as not to be readable, or "a flour product" in six point type on the end of a carton which is seldom seen by the consumer.

A new amendment to the Code gives the Code Authority power to correct this type of thing and we feel sure the Industry will support true and plain labeling. To make the labeling and true advertising provisions of the code most effective, the help of distributors is needed. Indications are that the Administration will assist in securing such help.

There has been a lot of hullabaloo about "price-fixing." The Administration policy has been against price-fixing from the start and the Macaroni Industry "DOES NOT WANT PRICE FIXING." Without production control price-fixing would ruin the industry, so production control, unless it is tied up with the conservation of natural resources, will not be in the new Administration program. However, at no time has any administration policy been announced which would prevent a provision against "destructive price cutting" in codes. The real argument comes in the difference of opinion between industry and the Administration as to what constitutes destructive price cutting.

The present administration policy does not provide for a definite formula by which a destructive price can be defined and it is on this point that will hinge the future success of the Macaroni Industry under a code. My recommendation to the Industry is that in the "Code of the Future" a destructive price be defined as a price lower than the average cost of production of the most efficient twenty per cent (20%) of the production of the Industry and that where conditions of operation are substantially different between regions because of labor conditions, location of markets or other factors beyond the control of the Industry, a destructive price may be defined for each region. In the calculation of cost all the elements of cost now approved for the Macaroni Industry shall be used including a minimum cost for transportation. We suggest that a survey be started to determine costs as soon as figures for the year 1934 are available and that the Industry by every means possible attempt to convince the Administration of the need for such a policy.

Contrary to general belief, the policy of the Administration has never been against open prices. That policy is clearly summarized in NRA office memorandum No. 228 issued June 7, 1934, as follows: "1. NRA policy favors properly drawn open price provisions in codes where desired by the industry."

"2. The objective is to achieve fair competition, based on knowledge of competitive factors to the fullest extent possible without unduly curtailing private

initiative or destroying incentives to any individual legitimately to extend his business."

The open price provisions in the Macaroni Code are very close to the standard form offered by the Administration, yet they are the source of considerable trouble partly because they are misunderstood but mostly because many members of the Industry have not yet come to the point where they look upon their open prices as inviolate. When a member publishes a price he pledges himself to sell at that price, not above or below and he breaks his written pledge and breaks faith with fellow manufacturers when he does not strictly adhere to it. Code or no code, open prices are here to stay. They are economically sound. Trade buyers of the same class and in the same competitive area are entitled to the same prices. Most of the unfair practices in Industry can be traced to price discrimination. Once the Macaroni Industry realizes this and the individual members have the strength of character to publish a price at which they wish to sell and stick to it, "open prices" will cease to be a problem. It seems to me that in this provision of the Code, more than any other, the integrity of the macaroni industry is on trial. No provision of the code can be enforced if it is not accepted as sound by a majority of the industry. If, as we believe, open prices are sound, we can keep them. If they are not sound and are not enforceable because of popular resistance they should be stricken from the code.

There is a decided trend of thinking within the Administration that, in the enforcement of trade practice provisions, Code Authorities should have more power. Heretofore power of adjustment of trade practice complaints has been given to both the Code Authorities and the NRA. There has been a lot of dissatisfaction on the part of Code Authorities because after they had "adjusted" many violations and had found it necessary to pass a flagrant violator on to NRA for prosecution NRA saw fit to "spank the violator on the wrist" and say "go and sin no more." Now it seems that Code Authorities who prove they can be fair and just, will have the power to refer violators directly to the courts for criminal prosecution. NRA will and should retain jurisdiction of labor cases.

Codes will be simplified. The Macaroni Code is not as bad as some but generally speaking all Codes have some provisions which are not clear, are economically unworkable, of no value to the Industry and just clutter up the picture. These will go.

The so-called Master Code for the distributive functions of the Grocery Manufacturing Industry was approved as a model for all food codes. A determined effort will be made to make its provisions general in all food codes. Industries with special problems, like our labeling problems, may have additional trade practice provisions. The Macaroni Industry should cooperate in this movement. Uniform style in trade practice provisions of codes will ease enforcement.

There is entirely too much duplication

of effort in the enforcement and administration of Codes. The same field man while checking up a retail store for evidence of violation could check on coffee, peanut butter, mayonnaise, dog food, pretzels, wheat flour and canned goods. One good man with a knowledge of code operation could supervise the clerical and field staff which handles many codes. This would make it possible for industries with a limited budget to get better service particularly in regional offices. The administration is working on this and should have the cooperation of this Industry.

The announcement recently of the establishment of ten (10) regional offices to decentralize the work now handled by the Washington NRA, the perfection of enforcement personnel in the various state NRA offices, the hundreds of favorable court decisions upholding NRA codes and the increasing willingness of both State and Federal Officials to prosecute code violators proves beyond a doubt that flagrant violations will become unpopular but Industry must do its part. In the first place the code must be of a nature which, if enforced, will benefit individual members as well as the Industry as a whole and the Industry must handle minor violations so that the courts will not become clogged with code cases. The type of enforcement provided by our "Liquidated Damage Agreement" will be used by those Industries which wish to have quick and sure enforcement of most trade practice violations and the courts will take care of the few that won't "play ball" with the balance of the Industry.

This article merely touches the high spots but it is hoped that it has given to the readers of the MACARONI JOURNAL a little clearer picture of the trend of things. My predictions cannot all come true but I hope the readers up to this point have been impressed by the great need for clear thinking and concerted action on the part of members of Industry who believe in codes because there will be codes.

The minimum code provisions will be for labor. The maximum latitude in fair trade practice provisions will go to those industries that are best organized; which work with, not against, the intelligent planning of the Administration; and that start now to plan constructively for the future.

### AGMA Staff Officers

At the 26th annual convention of the Associated Grocery Manufacturers of America, Inc. in November the following were elected: President, Paul S. Willis; vice presidents, R. L. James, J. F. Brownlee, R. S. Stubbs; treasurer, H. D. Crippen; directors, B. E. Snyder, E. H. Little, Wm. Gamble, A. C. Monagle, J. M. Hills, W. L. Sweet, Frank Gerber, Clarence Francis, Mark Upson, George Burnett, C. P. McCormick, J. D. Swan.

Well kept plants pay bigger dividends than well kept hospitals and cemeteries.

## Master Code and AGMA's Creed

The effect of the New Deal on the grocery or food manufacturing industry of the country was the subject of the address delivered Nov. 21, 1934 at the 26th annual convention of the Associated Grocery Manufacturers of America in New York city by President Paul S. Willis. He reviewed the difficult problems individual manufacturers and the association had to contend with during the year and the constructive spirit in which they were approached and partially, if not fully solved, always with due regard for the welfare of the general public and the rightful interests of the manufacturers and the association.

After a review of the activities of the association, President Willis spoke of the need of a master code for the grocery manufacturing industry, closing with a declaration of his association's creed. His address in part was as follows:

### The Master Code

Our experience with code action under the NRA has conclusively confirmed the wisdom of our original policy in promoting a master code plan for the grocery industry. This plan we originated at our special association meeting in New York city, upon the enactment of the recovery act. The wholesale and retail grocers and the brokers immediately approved this plan and cordially collaborated in its development. Originally the plan called for one master code for the whole grocery industry. Later the Administration divided this one master code into three master codes for manufacturers, wholesalers and retailers, respectively. All three of these codes have now been approved by the government. However there is an important difference between them, viz., that the wholesale and retail grocery codes are compulsory in character, whereas the grocery manufacturing code requirement is optional only. That is, the latter code becomes effective only if and to the extent a grocery manufacturing industry applies for it and the application is approved. However in the absence of this compulsory requirement I strongly recommend that all uncodified grocery manufacturing industries apply promptly for this code. If it is objectionable in any important respect as it applies to an applicant industry, it can be corrected accordingly.

The essential value of this master code plan is that it presents the only practical and effective way in which the code structure of the industry can be successfully organized upon the fundamental basis of standard, simple and uniform trade practice rules, with a common industry policy of coordinated action for the interpretation and enforcement of these rules and with a minimum expense of code administration.

In developing this plan we have encountered many great, complex and disheartening difficulties. There has been the difficulty of getting a common opinion and united action by our own manu-

facturers. There has been the difficulty of dealing with administrative officials who, while able and well disposed, were not experienced with the practical problems of grocery distribution. There has been the difficulty of frequent changes in the administrative officials with whom we have had to deal, which situation caused constant delay and repeated educational action. There has been the difficulty of delayed, conflicting, constantly revised and unacceptable Administration action. There has been the difficulty of obtaining a harmonious agreement by the various administration boards dealing with codes. There has been the difficulty of the attempt to force the insertion of code provisions which properly belong to the food law. All of these difficulties have taken much time, effort and patience on our part to overcome.

In the interval and before the approval of the master code for the grocery manufacturing industry, the Administration approved a long list of divisional codes for this industry. Their approval has interfered with development of a sound master code, and they have presented numerous problems of their own. For example: the problems of multiplied codes with overlapping and conflicting provisions, of excessive assessments, of inability to secure code enforcement or to collect code assessments. Moreover these divisional codes have presented the problem of their ineffectiveness because other manufacturers are free from any code restriction with respect to trade practices. Unless all manufacturers alike are placed under the same basic fair trade practice regulation, this regulation cannot be successfully enforced. Furthermore, these divisional codes have tended to break down because they contained numerous provisions minor in character, or unsound in principle, or impossible of enforcement.

It is clear that this code plan cannot be successful unless the prescribed trade practice rules are sound and subject to due enforcement.

We believe that it is of the highest importance that before the Administration issues any statement of code policy the industries affected should be given an opportunity to discuss it. Heretofore policy statements have been issued and then withdrawn or modified because of conditions which should have been known in advance. This situation makes for confusion and lack of interest. We believe it highly important that the advisory board and conference committee provided for by the basic code for the grocery manufacturing industry, should be promptly created and placed in practical operation.

### AGMA'S Creed

1. The Association recognizes the national leadership of President Franklin D. Roosevelt and pledges him its loyal support of all sound and constructive administrative action for the economic and

social betterment of the people of the United States.

2. The Association recognizes that (a) the paramount problem of national importance is that of unemployment; (b) the basic solution of this problem is private employment and not public support or private charity; and (c) therefore it is a fundamental responsibility of industry to effectuate action for such solution of this problem.

3. The Association recognizes the fact that Title I of the National Industrial Recovery Act expresses some principles of public law that should be preserved by further legislation.

The Association believes that such legislation should be limited in duration as to matters still open to permanent legislative question, and should be effective; (a) to outlaw child labor; (b) to require industry to establish reasonable maximum employment hours and reasonable minimum employment wages for its own government, by a plan initiated by industry and subject to reasonable government approval; (c) to enable industry to self-eliminate basic unfair trade practices injurious to the public welfare by a plan initiated by industry, subject to appropriate public veto and open to withdrawal by industry in its independent discretion.

The Association believes also that such legislation should not be effective to empower the government to arbitrarily impose a plan of industry control by license or otherwise.

The Association further believes that if such legislation deals with the question of collective bargaining by labor it should at the same time duly safeguard the right of individual and minority groups of employees to deal directly and independently with their employers, if and to the extent they desire to do so. And also that such legislation should be effective to prohibit any abuse of labor organization injurious to the general public welfare.

The Association still further believes that such legislation should be drawn in a form consistent (a) with the public policy of open and fair competition free from monopoly and (b) with the constitutional limitations upon the power of Congress to regulate commerce.

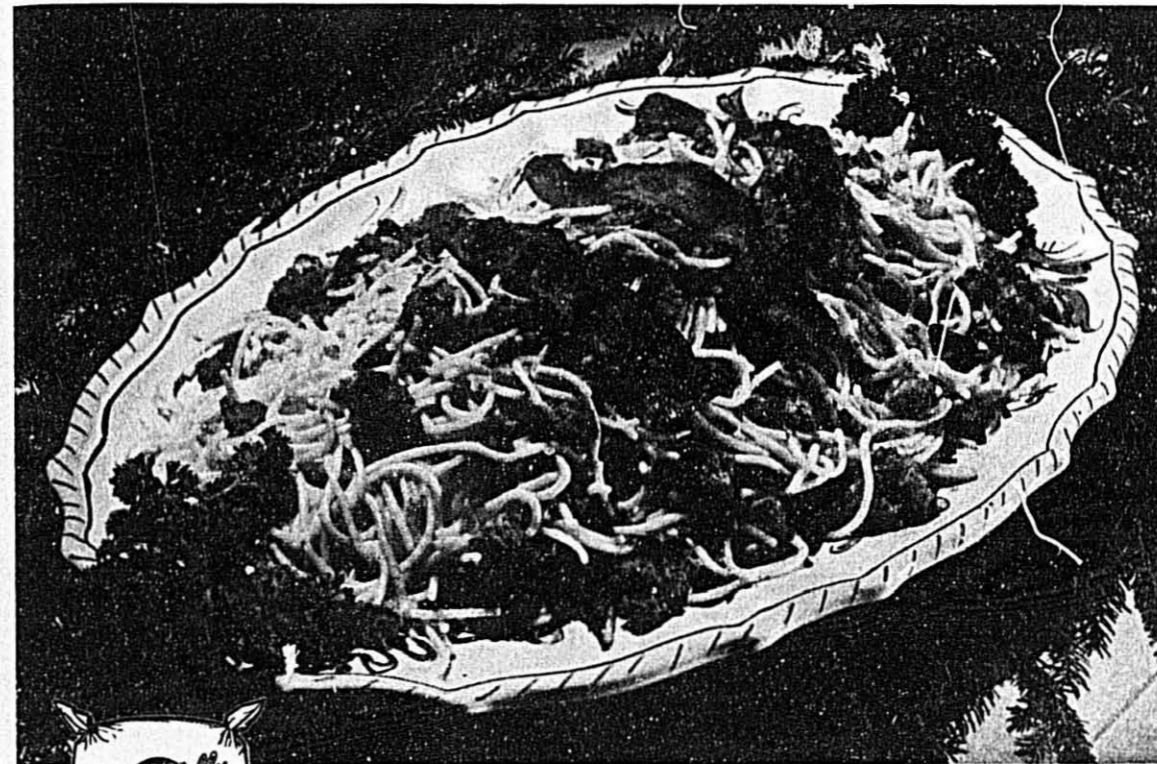
The Association opposes enactment of a federal law arbitrarily imposing a 30 hour work week upon industry, as a general rule for required observance by it.

4. The Association recognizes the fact that the Administration is constructively investigating the subject of national legislation to provide for unemployment reserves. Therefore the Association offers its assistance in this investigation and in reaching a sound decision as to such legislation.

5. The Association recognizes the fact that a constructive revision of the federal food and drugs act is in the public interest. The Association believes that the revised act should effectively pro-

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"HOLIDAY SPAGHETTI," illustrated above, is the favorite dish of Otto Kruger, popular film star. Betty Crocker tells 3,000,000 women how to make this delicious supper dish on her December 19th broadcast over 50 stations including the basic N.B.C. network.

This broadcast Dec. 19 is only one of a series of talks planned by Betty Crocker to promote the consumption of quality semolina. January 16, 1935, she will feature an Italian dish, and in answer to the requests of the macaroni trade, we will have available for tie-up on this talk special display material. For further inquiry write Geo. B. Johnson, Washburn Crosby Co., Inc., 332 South La Salle Street, Chicago, Ill.

## Hold Customers with QUALITY...

What woman wouldn't be proud to serve this enticing macaroni creation . . . rich, nourishing, with the flavor and taste that only macaroni made from fine durum semolina can give?

But imagine the woman's disappointment if, after making such a masterpiece, she found that the macaroni she had used was coarse, soggy, flat-tasting! In short, a macaroni manufactured to meet a price instead of a quality standard.

Do you think, in such a case, she'd buy that brand again?

Of course not! Like every one of your customers, she wants the firm, amber-colored, full-flavored macaroni that only top grade durum semolina can produce. And the best way to keep her confidence and insure the

repeated demand for your product is to maintain a high standard of quality in the macaroni products you sell her.

Quality always wins! Even though the present shortage of choice durum wheats due to the 1934 Drouth, and the slight resulting premium on durum semolina, may tempt you to try cheaper semolinas—don't risk it! Dissatisfied customers and lost business will be the result. But it's easy to hold them—and to win new trade besides—by using Gold Medal Durum Semolina!

Gold Medal's rigid insistence on highest standards of quality makes Gold Medal "Press-tested" Semolina a wise choice for holding old customers and winning new ones in 1935.

# Gold Medal Semolina

"Press-tested"

## MACARONI AND RICE

hibit, in particular, the false or deceptive advertising of food. Therefore the Association is concerned only that this legislation shall be drawn in due form and it offers its support and assistance to the Administration and to Congress accordingly.

6. The Association recognizes the fact that the Agricultural Adjustment Act appropriately contains a plan for a voluntary marketing agreement independently made by a food manufacturing industry in its discretion and for its betterment and the welfare of agriculture. The Association also recognizes the fact that the act appropriately provides for a license enforcement of such an agreement, if and to the extent the subject industry desires such enforcement. But the Association disapproves any amendment of this act which is effective to broadly empower the Secretary of Agriculture to place the food manufacturing industry wholly or partly under his control by a compulsory license arbitrarily imposed by him upon the basis of conditions arbitrarily prescribed by him.

7. The Association believes that: (a) the government should balance its budget at the earliest practicable date; (b) the government should maintain a system of sound and stable money and sound public finances; (c) the government should observe the strictest economy; (d) the government should at all times adhere to the American tradition of private business fairly conducted in a competitive market for a compensating profit and free from unwarranted government competition.

Because macaroni manufacturers have long felt that their product is among the leading foods in caloric value they cannot agree with the claim of the Southern Rice Millers who, in their publicity have attempted to show rice to be superior by comparison to macaroni, spaghetti and egg noodles.

"A nickel's worth of rice is the best caloric food value that can be purchased," claim the rice millers in a broadside released in connection with a well planned advertising campaign to increase the national consumption of rice. A chart of comparative food values is used in contrasting the nutritive value of their product with other popular foods. From the macaroni makers' viewpoint, at least, the comparison seems unfair in that it compares rice at 5c a pound with macaroni at 18c a pound. It is objectionable in that good rice does not sell for a nickel a pound, neither does good macaroni cost consumers 18c.

The fairer basis would be a pound for pound comparison, and on that basis macaroni products contain more food calories than does rice and similar grain foods. Furthermore there are other more vital bases on which to compare food values than on calories. Among them are vitamins, mineral salts, etc. in all of which macaroni is richer than in rice.

Dr. J. C. LeClerc in his book entitled "Macaroni Products" published September 1933 shows that macaroni products are richer than rice in three essential elements of nutrition, namely: calcium, phosphorus and iron. In calcium, macaroni is two and a half times higher than rice; in phosphorus it is 40% higher and in iron 30% better.

In protein, the muscle and sinew building substance, macaroni is nearly 50% higher than in rice. In the U. S. Department of Agriculture Bulletin No. 1383 "Food Values and Body Needs," a pound of rice is reported to supply about 1500 calories of energy for bodily needs while macaroni supplies 1625 calories. Charts appearing in that bulletin state:

"Rice—One pound of rice would furnish 45% of the energy a man needs daily, 36% of the protein, 6% of the calcium, 33% of the phosphorus and 27% of the iron. Macaroni—One pound of macaroni products furnishes 46% of the energy a man needs daily, 61% of the protein, 15% of the calcium, 49% of the phosphorus and 33% of the iron." Therefore, pound for pound, macaroni is superior to rice in all these important bodily elements.

Government facts and figures are advanced in substantiation of the claim by macaroni makers that the comparisons made by those who seek to promote the consumption of rice,—a most laudable movement and one on which the macaroni fraternity compliments the rice millers, the basis of comparison is hardly fair and are not those usually recognized by government agencies and well known to consumers.

## Consumer Protection in Food Standards and Labels Backed by Chain Store Group

Significant as an important step toward protection of food consumers in a concerted effort by a large segment of the food industry to cooperate with the federal government in a practical attempt to establish food standards to be applied to labels for canned foods, is a report by a committee for the Food and Grocery Chain Stores of America, Inc. submitted to Armin W. Riley, administrator of Division 6, NRA, by F. H. Massmann, president of the Food Chain association, for that organization's committee on standards and labels.

That its recommendations may become effective at the earliest practicable date the committee recommends that provisions be written into the codes for the wholesale and retail food and grocery trades, making it a violation to sell or distribute any canned corn, peas, tomatoes or beans, the labels of which do not carry one of the four terms "fancy," "choice," "standard" or "substandard" designating the grade and a "key" to these grade designations, making it clear to the consumer the relative quality of

each of the four grades. Similar provisions would apply to grape fruit.

The report contemplates further extension in a workable fashion of standard grades and labels to other food items. It recommends that the President appoint a permanent committee to develop and promulgate similar standards for other products and to recommend changes in established standards for grades and requirements for labeling as they may appear desirable.

The committee was appointed at the request of Administrator Riley in August, to study and report on the feasibility of trade adoption of the Department of Agriculture standards and to recommend a practical method of labeling which would indicate to the consumer, before examining the contents, the quality contained in canned foods. While the result of the committee's recommendations if adopted would be to afford greater consumer protection, established trade terms would be preserved.

The findings of the committee are summarized as follows:

(1) The committee recommends adoption of the standards for grades officially promulgated by the U. S. Department of Agriculture for tomatoes, cream style corn, whole-grain style corn, peas, snap beans and grapefruit. The five vegetable items named represent approximately half the pack of all canned vegetables.

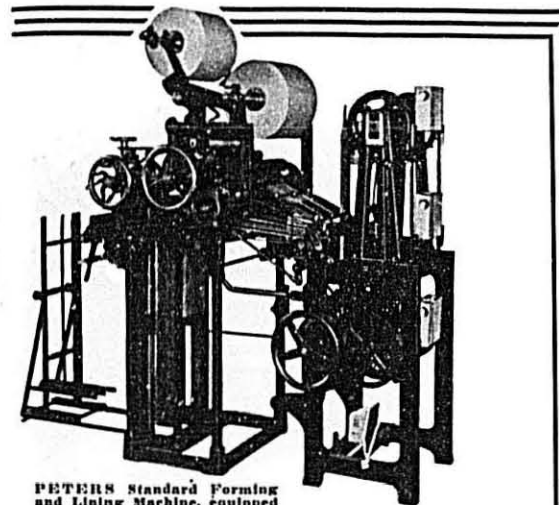
(2) The four grades of each of these products should be designated by the terms "Fancy," "Choice," "Standard" and "Substandard."

(3) One of these terms designating the grade should appear prominently on every label, together with a "key" to these grading terms which will make clear to the consumer the relative quality of each of these four grades.

(4) In addition the size of peas and snap beans should be stated on the label and in the case of grapefruit the legend "Packed Without Added Sugar" should appear on the label where applicable.

(5) The President should appoint a permanent committee to continuously consider the whole problem of standards and labels. This committee would be responsible for recommending that additional products be added to the six items named as standards for such products may be developed that appear satisfactory to the committee.

# THE FIRST CHOICE



PETERS Standard Forming and Lining Machine, equipped with automatic carton and liner feeding device.

The PETERS Senior Forming and Lining Machine, hand fed, has even greater speed than the PETERS Junior. Equipped with the new Automatic Carton and Liner Feeding Device, which can be added to any Standard machine ever built, it has increased production from 25% to 50%, forms and lines up to 60 cartons per minute!

The PETERS Senior Folding and Closing Machine is geared to run in exact harmony with the Senior Forming and Lining Machine with either automatic or hand feed. It boosts production speed, gives added economy!

Build your packaging department on a PETERS foundation! You can add additional units at any time—and know in advance that each added unit will perform perfectly, pay for itself through economies!

The advice of PETERS engineers is available without obligation in solving packaging problems. Write for catalog and prices!



## PETERS MACHINERY CO.

4700 Ravenswood Avenue



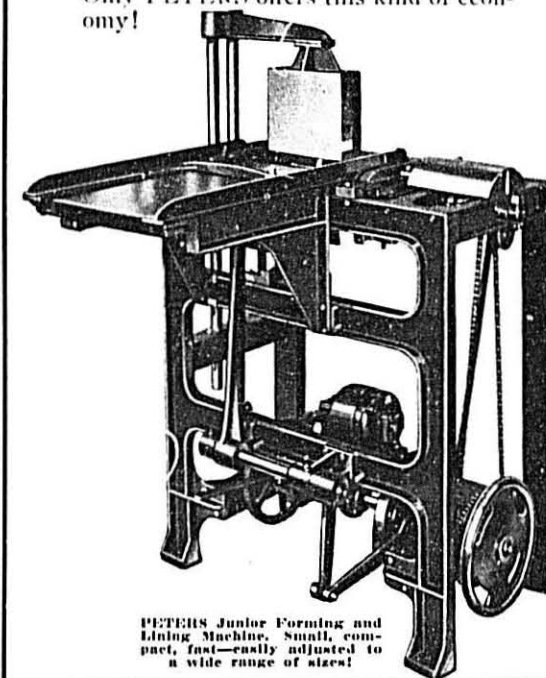
Chicago, Illinois

### of manufacturers who know

Wise manufacturers know the importance of proper packaging—know only too well that everything in the packaging set-up must click to bring profits. That's why leaders in the macaroni industry turn to PETERS for packaging economy!

With PETERS Packaging Machines, you can build your packaging department step by step, with the assurance that each added unit will perform perfectly, give added economy! You can start with the low-cost PETERS Junior which forms and lines cartons at the rate of 35 to 40 per minute; requires but one operator. By adding the completely automatic PETERS Junior Model Folding and Closing Machine, a complete unit for forming, lining, folding and closing cartons is available—a unit that enables one operator to exceed the production of six or more girls working by hand.

Only PETERS offers this kind of economy!



PETERS Junior Forming and Lining Machine. Small, compact, fast—easily adjusted to a wide range of sizes!

WHO SELLS IT **BUYER'S GUIDE** WHERE TO BUY IT



Amber Milling Co.  
Flour and Semolina

Baur Flour Mills Co.  
Flour

Capital Flour Mills, Inc.  
Flour and Semolina

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

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



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

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

Commander Milling Co.  
Flour and Semolina

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

Decatur Box & Basket Company  
Shooks and Wooden Boxes

Duluth-Superior Milling Co.  
Flour and Semolina

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

King Midas Mill Co.  
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Frank Lombardi  
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F. Maldari & Bros. Inc.  
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Minneapolis Milling Co.  
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National Carton Co.  
Cartons

Peters Machinery Co.  
Packaging Machines

Pillsbury Flour Mills Co.  
Flour and Semolina

Rossotti Lithographing Co. Inc.  
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.  
Dies

Washburn Crosby Co. Inc.  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

### Overtime Permitted in Special Cases

A. Goodman & Sons, Inc. of New York city feeling that it was placed under unnecessary hardships to abide strictly to the Code provisions in such peak seasons as the Passover and Jewish New Year, petitioned the National Industrial Recovery Board through the Macaroni Code Authority for relief. The Code Authority agreed that the contention of the firm was justifiable and recommended that an exemption be granted this firm and others confronted with the similar problem.

On Nov. 27, 1934 the National Industrial Recovery Board through Armin W. Riley, division chief, and with the approval of Weld M. Stevens granted the exemption, announcing its decision as Order No. 234-22 in the following language:

Granting Application of A. Goodman & Sons, Inc. for an Exemption from the Provisions of Art. IV, Sec. 1, Subsec. (c)

WHEREAS, an application has been made by the above-named applicant for an exemption from the provisions of Art. IV, Sec. 1, Subsec. (c) of the Code of Fair Competition for the Macaroni Industry; and

WHEREAS, the Deputy Administrator has reported, and it appears to the satisfaction of the National Industrial Recovery Board, that the exemption hereinafter granted is necessary and will tend to effectuate the policies of

Title I of the National Industrial Recovery Act;

Now, THEREFORE, pursuant to authority vested in the National Industrial Recovery Board, it is hereby ordered that the above-named applicant be, and it hereby is, exempted from said provisions of said Code insofar as said provisions limit working hours of chauffeurs and deliverymen during the following periods of time:

(a) One week previous to the Jewish New Year,

(b) Three weeks previous to the Passover,

(c) Two weeks immediately following the Passover, provided, however, that said chauffeurs and deliverymen shall be paid, for all time worked in excess of the 48 hour weekly maximum prescribed by the Code, at the rate of time and one-half their regular hourly rate; and provided further, that the exemption herein granted shall be terminated at such time as there may be a showing of proper cause therefor.

### Deceptive Containers Defined

A definition of the term "deceptive container" as it is used in the Spice Grinding Code provision prohibiting use of such a container has been proposed. It reads:

"The following ounces of ground spice must NOT be packed in a container of greater capacity than specified—

1 ounce ..... 80 cubic centimeters  
1 1/4 ounces.....100 cubic centimeters  
1 1/2 ounces.....120 cubic centimeters  
2 ounces.....145 cubic centimeters  
Other weights and sizes in proportion.

### Singing Chef Suggests Spaghetti

The women of the Pacific northwest are being entertained and educated in a strange combination of music and cooking supervised by J. H. Milani, proprietor of the Milani Products factory in Seattle, Wash. He is known as the "Singing Chef" and concentrates his advertising efforts on cooking demonstrations that have become very popular, especially among the women and their clubs.

The "Singing Chef" is an individual worth knowing. He brings to his school expert knowledge of the preparation of unusual dishes, and he imparts his knowledge in demonstrations with the aid of a smiling, beaming personality. He is a good singer, a lover of good music, and songs and music feature his cooking demonstrations. In this entertaining feature he is usually assisted by a troupe of 9 able musicians that sing and play vocal solos and instrumentations.

With only a few dollars in his pocket but a good idea in his head he started a specialty business featuring chicken-a-la-king, spaghetti with giblet sauce, noodle chicken dinners and similar combinations in which macaroni products serve as a substantial base. The Milani factory now employs 120 people, uses annually 350,000 pullets in producing 18 different food combinations shipped to many parts of the world to people who appreciate good food.

In a circular to the trade, Chairman G. G. Hoskins of the Macaroni Code Authority reviewed the status of the Liquidated Damage Agreement plan and expressed hope that it will soon receive the required support to put it into immediate effect. He says, in part: "We have been disappointed in the slowness with which one or two regions have responded to the opportunity to make the Industry self governing by helping complete the quota of 350,000,000 lbs. needed to put the agreement into effect, but indications are that the quota will be achieved in a few days. We believe under the Liquidated Damage Agreement that correction of violations will be much swifter and less expensive because our experience is that it takes a lot of time and expense to prepare a court case but the Liquidated Damage Agreement means more than a quick way of enforcement. It means that the Macaroni Industry is capable and willing to be self governing and in my estimation the new legislation by Congress will give considerable latitude in the operation of Codes to those industries which have demonstrated or can demonstrate that they can govern themselves."

Here is a summary of signatures as of Dec. 11, 1934 to Liquidated Damage Agreements, based on total production in 1933.

Region 1.....71%	Region 7.....80%
Region 2.....26%	Region 8.....93%
Region 3.....—	Region 9.....76%
Region 4.....66%	Region 10.....89%
Region 5.....32%	Region 11.....63%
Region 6.....72%	Region 12.....98%

In order to keep the industry fully ad-

## Industry's Hope Lies in Liquidated Damage Agreement

vised of trends as manifested by correspondence, Mr. Hoskins released the following items of interest gleaned from the mail during the week ending Dec. 11, 1934:

### Region No. 11—Telegram:

"Mailing more contracts today complete sign-up two exceptions."

### Wire from Washington, Dec. 3:

"Proposed amendments to Macaroni Code approved today."

### Verified Gossip:

United States Attorney General has instructed all District Attorneys to give 100% cooperation to enforcement of all provisions of existing codes.

### Region No. 6—For Press Release:

Attorney General approved prosecution against ..... Macaroni Company for misbranding, mislabeling, sales below filed price."

### Region No. 11—Advice from Regional Office:

"We cooperated with the District Attorney's office in bringing about the arrest of ..... Company basing our claim entirely upon the clear statements in Bulletin No. 30 coupled with the Code and the previous interpretations. .... out on bail. Case continued."

### Region No. 8—Excerpts from Enforcement Officer's Letter:

"I presented the entire facts to the State Adjustment Board showing violation of the Code not only for labor and hours but of trade practices. I demanded that Industry be treated with the same consideration as Labor — —. The Board approved my request unanimously. The matter is now in the hands of the District Attorney."

### Excerpt from Letter from the NRA Litigation Division, Washington:

"Confirming our telephone conversation, I enclose a list of 21 cases on which the Code

Authority may proceed with civil action for collection of assessments."

### Summary of Labor Restitutions:

Nine NRA offices report \$11,301.39 paid and approximately \$6,000 pending, all in Macaroni Industry.

### Region No. 5—Excerpts from Letter from Dr. Jacobs:

"He (State Compliance Director) said that we had a water-tight case and that he was going to submit it immediately to the Federal District Attorney and ask for an indictment of this company."

### Region No. 6—Letter from Government Official:

"I talked to Mr. .... of the Federal Trade Commission and he said that the case against ..... Macaroni Company would be ready in two days."

### From the Blue Eagle, Nov. 19:

"NRA revises compliance and enforcement activities. Steps are planned so that normal code administration can be augmented by full and effective utilization of existing agencies of compliance and enforcement."

To clarify an erroneous impression that has arisen in certain quarters, he adds:

"Some members have interpreted new definition (o) of flour to mean that 75% limit on ash content in standard flour has been removed. This is not the case.

"FLOUR IS DEFINED IN NEW AMENDMENT (o) TO PREVENT THE USE OF ANY PRODUCT IN MACARONI HAVING MORE THAN 1% ASH.

"There are no changes in the below standard provisions. Any durum product containing more than 75% ash and any hard wheat product containing more than 48% ash must be labeled 'BELOW STANDARD BUT NOT ILLEGAL.'"

### Code Amendments

#### Aid Standardization

The National Industrial Recovery Board has announced approval of amendments to the code for the macaroni industry designed to give the consumer further protection against inferior and mislabeled products and to promote standardization of containers used by the industry. The amendments were to become effective Dec. 13 unless good cause was shown.

The definitions are enlarged to include definitions of the various farinaceous products used by the industry. Definitions of "Standard Semolina," "Semolina," "No. 1 Semolina," "Fancy Semolina," "Standard Farina" and "Farina" as to become effective in 30 days, unless good cause is shown and a new order issued.

Whenever the words "egg," "egg noodles" or "noodles" appear on the label the product must contain at least 5.5 per cent of egg or egg yolk solids. If no egg is used the product must be labeled "plain noodles."

No artificial color may be used in any macaroni product.

Labels must bear a true statement of farinaceous ingredients in order of predominance by weight.

Each member must file with the code authority a complete list of brands or trademarks which he controls, together with weight, size and style of package, quality of raw material used under each and "such other information as may be required \*\*\* to properly identify and classify products."

The code authority is directed to develop a plan "forthwith," "for the standardization of containers \*\*\* with respect to weight of contents, size of package, size and style of type in marking net weight and farinaceous ingredients." When such a plan is formulated it is to be presented for approval.

Other amendments approved require members of the industry to keep accurate record, including those of any sales of macaroni products; forbid unwarranted quantity discounts; prohibit sales of macaroni products for delivery more than 30 days in the future without written contracts, and require accurate invoicing.

### Food Prices Lower

During the two weeks ended Nov. 20, 1934, the latest survey, retail prices of "all foods" continued a downward trend which began early in September. Commissioner Lubin of the Bureau of Labor Statistics, U. S. Department of Agriculture announces. "The present index of 114.9 (figuring the 1913 index as 100) is .3 of 1% below that of Nov. 6, 1934," he said. "It is 1.6% below the level of Sept. 11, when the index was 116.8, the highest of the year."

During the period under observation macaroni products declined by .8 of 1%. Macaroni prices on Nov. 20, 1934 were about .6% less than the prices that prevailed two weeks previously, and on an exact parity with the prices that prevailed Nov. 21, 1933. They were .6% above the prices reported on Nov. 15, two years ago, but 19.8% lower than the prices asked on Nov. 15, 1929.

Having self confidence is nine tenths a matter of developing a self that can be trusted.



Spaghetti Wins Prize

Though calling for a combination that may not appeal to all tastes and appetites, a "Spaghetti and Oyster" recipe recently submitted by Mrs. Kathryn J. DeLoth, N. J. to the Favorite Recipe Editor of *The Voice*, New York city, won first prize, \$5.00. Here it is, just as it got you.

Ingredients

- For Spaghetti: 1 package spaghetti, 1 quart water, 1 tsp salt, Boiling time: 10 min.
- For Sauce: 1 lb oysters, 2 Tbsp butter, 1 egg yolk, 1/2 cup milk, 1/2 cup tomato sauce, 1/2 cup Parmesan cheese, 1/4 cup cheddar cheese.

For Combination

- 2 cup sifted bread crumbs, 2 Tbsp melted butter, Oven temperature: 350 degrees F, Baking time: 30 minutes, Servings: 6.

Method

Break spaghetti and cook in boiling salted water in a large saucepan until almost tender; drain. Strain oysters and reserve liquid. Place alternate layers of spaghetti and oysters in a buttered baking dish. Melt butter in double boiler; add salt, pepper and flour; when blended, add milk and oyster liquid; stir until smooth. Pour sauce over oysters and spaghetti. Mix crumbs with melted butter and cover top. Bake in a moderate oven until crumbs brown well. Serve in baking dish.

ACTION

What sets us to thinking might is often much better set us to action. A barrier is something that gets in the way. It is something to get out of the way. The man who is all business is the one that sets a good business man. Let's concentrate more on getting the essence of truth and less on getting the sort of a mess.

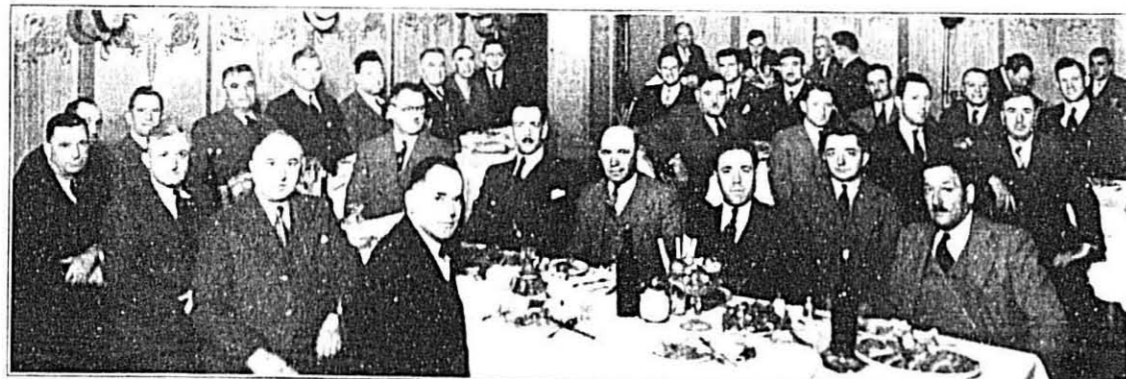
Three Regional Groups



Southern manufacturers who are cooperating in Macaroni Code enforcement. Photograph taken on the occasion of Chairman G. G. Hoskins' last visit to that region. Standing (left to right)—L. Mangano, George Kehoe, James Cusimano, Joe Peres, G. G. Hoskins, A. Bartolotta, Leon G. Tujague, Joe Sunseri. Seated (left to right)—Darby Seré, H. H. Moss, R. Taormina, A. Riccobono, Frank Dantoni, Sam Lasim.



Texas-Oklahoma Macaroni-Noodle Manufacturers who greeted Chairman G. G. Hoskins at No. 9 Regional meeting Oct. 25, 1934 in Houston, Texas. G. G. Hoskins, Chairman Code Authority; Frank S. Bonno of Houston, Regional Chairman; Guy M. Russell, McAlester Macaroni Co., McAlester, Okla.; Frank K. Lombardo, Union Macaroni Co., Beaumont, Texas; Sam J. Lucia and Joe Costa, Magnolia Macaroni Co., Houston; John N. Bonno, Mike Adamo, Mercurio Trapolino, Joe Dato of Houston Macaroni Co., Houston; Nat T. Mazza and Bruce Moore, Fort Worth Macaroni Co., Fort Worth.



Macaroni Manufacturers in reception for Chairman G. G. Hoskins during recent visit to Region No. 11, San Francisco. Starting with figure in the center foreground and reading to the left around the outer edge of the tables: A. Bertolucci, E. Giambastiani, J. Viano, C. Arata, J. Scarpino, A. Bertucci, M. De Mattei, G. G. Hoskins, D. Merlino, L. R. Podesta, George Obujen, J. Wahraftig, M. O. Tobriner, P. DiDomenico, D. DiDomenico, H. Lorenzini, P. Bacigalupi, R. D. Jones. Between the tables, left to right: P. Sanguinetti, J. Fisher, A. Saffo, G. Zanni, A. Bacigalupi, P. Torre, M. Muzio, L. Thoma, J. Canepa and L. Garibaldi.

Code Authority Meets in East

For the convenience of the eastern members of the Macaroni Code Authority and to enable the members to attend the annual convention of the Associated Grocery Manufacturers of America where code problems were the principal topic of discussion, the Macaroni Code Authority met in the Commodore hotel, New York city Nov. 20, 1934. Among those in attendance were G. G. Hoskins, Code Chairman, I. S. Vagimo and John V. Canepa, representatives of the central district and Henry Mueller and Win Culman, representatives from the eastern district; also Wedde Stevens, Deputy Administrator, Washington, D. C., and Ole Salthe, Deputy Code Executive of Region No. 2, and his assistant Win Daly who acted as secretary of the meeting in the absence of Secretary M. J. Donna.

Chairman Hoskins reported on the enforcement work being done under the code and on the enthusiastic reception accorded the proposed Equilibrated Contract Agreement, particularly in the sections west of the Alleghenies. Members along the eastern seaboard have been somewhat backward in supporting the plan, each apparently awaiting the signing of the agreements by others, but fully in accord with the proposal. To put the plan into immediate effect required only the signatures of a half a dozen of the large east-

ern firms, which he is hopeful of getting soon. A form of procedure for handling cases under the Equilibrated Contract Agreement was approved by the board. Deputy Administrator Stevens addressed the meeting on the status of the proposed amendments to the Macaroni Code now before the NRA boards for approval. Several changes were recommended that would in his opinion expedite approval. After much discussion it was agreed to leave the final decision in the hands of the chairman who has the feeling of his fellow members on the matter.

The financial status of the Code Authority was reviewed and the proposal to start suit to collect assessments under the code from delinquent firms was discussed at length. Action in the assessment delinquent cases was referred to the NRA officials in Washington. Chairman Hoskins was authorized to appoint two members of the National Administration Agency for the Pacific coast district.

The Code Authority members were advised of an interpretation received from the Administrator which made it a violation to quote a price before said price was filed with the Code Authority either by mail or telegraph, which interpretation was in keeping with the views of the officials that are administering the code.

A resolution presented by a group of eastern manufacturers, which was intended to bring before and discuss the Equilibrated Contract Agreement, was voted to present it to the NRA boards and opinion. In this connection, the board of Code Authority members was urged to bring resolution before the board.

RESOLVED: That the Code Authority be authorized to bring before the board of Region No. 2, the proposed change applying to the quota contract with delinquent contractors, namely 450000000, a year of production but that the quota for the said contract be stayed until the end of the year in Region No. 2 until the total production percentage as set forth in Region No. 2 shall equal 100% of the said region's total production, with the exception that nothing in this resolution shall act as a bar to the violation or assumption of the terms of the contract if not by any representative or agent of group.

Sapience

The man who thinks he must work to live rarely lives well. The man who works to live rarely works hard. An announcement that each day is an attentive hour. Working hours are not 24 hours. The other half is to be used to rest after we win them. It seems to be a bit of wisdom, but the white lie.

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.

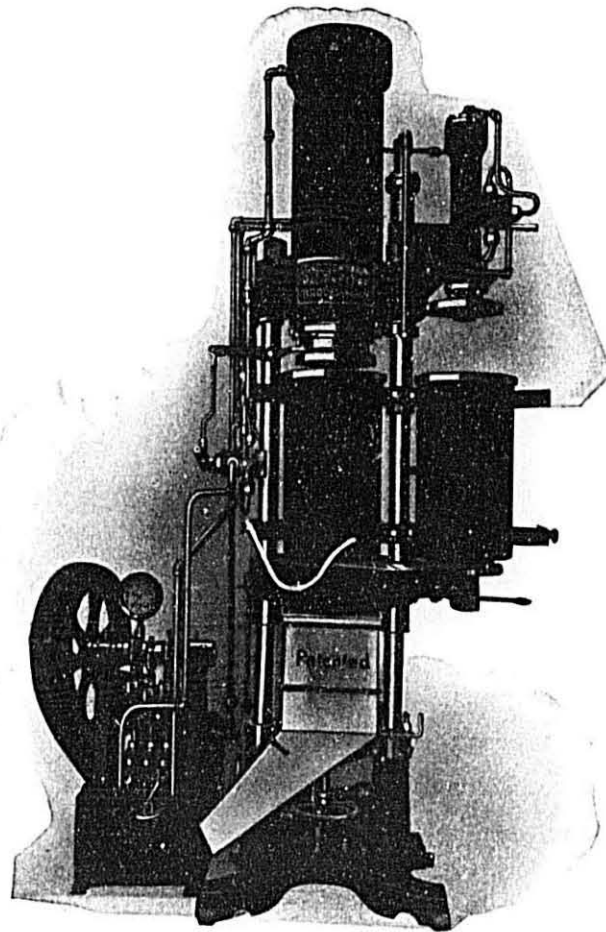
That's why over 75% of our orders are repeat orders from regular customers.

NRA COMMANDER MILLING CO. Minneapolis, Minnesota

You COMMAND the Best When You DEMAND



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



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

Our Double-purpose Press meets every requirement.

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

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

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

We invite your inquiries.

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

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

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

The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

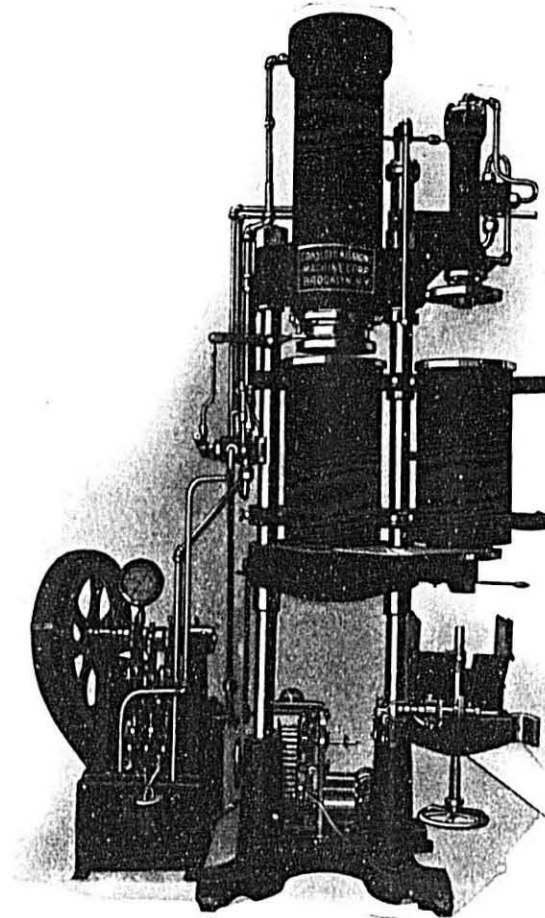
Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

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

Built in various sizes and types.

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

Send for illustrated and descriptive circular.



SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS  
 KNEADERS  
 PRESSES**

**DIE CLEANERS  
 DRYING MACHINES  
 MACARONI CUTTERS**

*We do not build all the Macaroni Machinery, but we build the best*

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

**Manufacturer as Host and Chef**

Ernesto Conti, vice president of the Milwaukee Macaroni Co., Milwaukee, Wis., is not only an able manufacturer of high grade macaroni and spaghetti but a past master at preparing his products in the tasty way that gains for the food many new, staunch friends. Proof of this is submitted by the officers and members of the Knights of Columbus of



Ernesto Conti

Duluth, Minn., who had the pleasure of partaking of his special dish—spaghetti and meat balls, served them the night of Nov. 12, 1934.

His firm has seen fit to use frequently and effectively Mr. Conti's ability as a chef to demonstrate how macaroni products can be prepared "the easy way" and his many demonstrations in department stores, at clubs and social gatherings have unquestionably created greater interest in and greater use of macaroni products.

Arrangements for the spaghetti dinner to be served the Duluth K.C.'s on Nov. 12, were in the capable hands of J. E. St. George, representative of the Milwaukee firm in northern Minnesota and Wisconsin. Three hundred fifty members partook of the delicious combination of spaghetti and meat balls prepared by "Chef" Conti. They consumed 60 lbs. of spaghetti and 70 lbs. of meat in the form of tasty meatballs. Many of them had never eaten spaghetti before and all returned cleaned plates, proving that their first taste was indicative of many future meals of spaghetti. "We demonstrated to this large gathering," says Mr. Conti, "what an excellent dish can be made from this truly good product. They relished every strand, not as much as a spoonful being left over. We feel that in that metropolitan district we have boosted the use of macaroni products in a big way. Also that it points the way that others should follow. If all manufacturers would spend more time and greater effort in teaching the consumer how to properly prepare a tasty, satisfying dish of spaghetti, instead of complaining and knocking, cutting prices and slashing qualities, all would be better off and no one would need to worry longer about sales and profits. We at-

tribute a good share of our success in the macaroni business to this method of advertising. We are firm believers in cooking demonstrations and in the actual serving of properly prepared dishes in the many combinations to which macaroni products are so adaptable."

It pays to advertise, and the Milwaukee Macaroni Co., basing its views on resulting sales, is satisfied that the Conti method of actual preparation of spaghetti dishes for consumption is easily the best form of advertising that can be used in bringing about what every one in the industry is anxious to have, a wider and more frequent use of macaroni, spaghetti and egg noodles in American homes.

**AGMA Adopts Resolutions**

The following resolutions were adopted by the Associated Grocery Manufacturers of America at its 1934 convention in New York city Nov. 20-21 as expressive of its views and opinions:

Resolved that the Associated Grocery Manufacturers of America, Inc., does hereby endorse the following AGMA platform on national problems, recommended by President Willis and approved by the executive committee, namely:

1. The Association recognizes the national leadership of President Franklin D. Roosevelt and pledges him its loyal support of all sound and constructive administrative action for the economic and social betterment of the people of the United States.

2. The Association recognizes that: (a) the paramount problem of national importance is that of unemployment; (b) the basic solution of this problem is private employment and not public support or private charity; and (c) therefore it is a fundamental responsibility of industry to effectuate action for such solution of this problem.

3. The Association recognizes the fact that Title I of the National Industrial Recovery Act expresses some principles of public law that should be preserved by further legislation.

The Association believes that such legislation should be limited in duration, as to matters still open to permanent legislative question, and should be effective; (a) to outlaw child labor; (b) to require industry to establish reasonable maximum employment hours and reasonable minimum employment wages for its own government, by a plan initiated by industry and subject to reasonable government approval; (c) to enable industry to self eliminate basic unfair trade practices injurious to the public welfare, by a plan initiated by industry, subject to appropriate public veto, and open to withdrawal by industry in its independent discretion.

The Association also believes that such legislation should not be effective to empower the government to arbitrarily impose a plan of industry control, by license or otherwise.

The Association further believes that if such legislation deals with the question of collective bargaining by labor then it should at the same time duly safeguard the right of individual and minority groups of employees to deal directly and independently with their employers, if and to the extent they desire to do so. And also that such legislation should be effective to prohibit any abuse of labor organization injuries to the general welfare.

The Association still further believes that such legislation should be drawn in a form consistent (a) with the public policy of open and fair competition free from monopoly and (b) with the constitutional limitations upon the power of Congress to regulate commerce.

The Association opposes the enactment of a federal law arbitrarily imposing a 30 hour work week upon industry, as a general rule for required observance by it.

4. The Association recognizes the fact that

the Administration is constructively investigating the subject of national legislation to provide for unemployment reserves. Therefore, the Association offers its assistance in this investigation and in reaching a sound decision as to such legislation.

5. The Association recognizes the fact that a constructive revision of the federal food and drugs act is in the public interest. The Association believes that the revised act should effectively prohibit, in particular, the false or deceptive advertising of food. Therefore, the Association is only concerned that this legislation shall be drawn in due form and it offers its support and assistance to the Administration and to Congress accordingly.

6. The Association recognizes the fact that the Agricultural Adjustment Act appropriately contains a plan for a voluntary marketing agreement independently made by a food manufacturing industry in its discretion and for its betterment and the welfare of agriculture. The Association also recognizes the fact that the act appropriately provides for a license enforcement of such an agreement, if and to the extent the subject industry desires such enforcement. But the Association disapproves any amendment of this act which is effective to broadly empower the secretary of agriculture to place the food manufacturing industry wholly or partly under his control by a compulsory license arbitrarily imposed by him upon the basis of conditions arbitrarily prescribed by him.

7. The Association believes that: (a) the government should balance its budget at the earliest practicable date; (b) the government should maintain a system of sound and stable money and sound public finances; (c) the government should observe the strictest economy; (d) the government should at all times adhere to the American tradition of private business fairly conducted in a competitive market for a compensating profit and free from unwarranted government competition.

**ALSO**

WHEREAS, the committee on standards and labels of the canning industry, appointed pursuant to the executive order of the President of the United States, has prepared and submitted to the National Recovery Administration, a plan for descriptive labeling of canned foods based on practical experience in the production and marketing of these products and representing the most advanced step that can be recommended in the light of present knowledge;

WHEREAS, The report of that committee has received general canning industry support as opposed to all other proposed systems of labeling, governmental or otherwise;

WHEREAS, This Association recognizes that an industry is, by virtue of its experience and responsibilities best qualified to determine the solution of its own problems; be it

RESOLVED: That this Association endorses the principle of any system for Descriptive Labeling as recommended for adoption by the Canning Industry.

**Canners In January Meeting**

The 1935 convention of the National Canners association will be held as usual at the Stevens hotel, Chicago the week beginning Jan. 14, 1935.

The customary exhibit of canning machinery and accessories will be sponsored with the aim of making it bigger and better than ever.

The Wholesale Grocers association will meet at the same time in the Congress hotel in a 2-day convention Jan. 14 and 15, 1935.

The National Macaroni Manufacturers association is considering the proposal of holding its annual Mid-Year meeting the same week to take advantage of the presence of many macaroni and noodle manufacturers who annually attend the grocery meetings.

**1933 Census of Macaroni Manufacture**

**Production of Macaroni, Spaghetti and Other Alimentary Pastes Last Year in the United States**

Wage earner employment in the manufacture of macaroni, spaghetti and other alimentary pastes in the United States increased during the summer and fall of 1933, and the average for the year was considerably in excess of that for 1931 (the last preceding census year), according to a preliminary report compiled from data collected in the biennial census of manufactures taken in 1934, released by Director William L. Austin, bureau of the census, Department of Commerce. The figures for the final months of the several quarters of the year, all of which are considerably larger than the corresponding ones for 1931, are as follows: March 5428, June 5050, September 5698, December 5792. The average for the year, 5498, represents an increase of 15.4 per cent as compared with that for 1931, 4764, and is 8.4 per cent above the 1929 average, 5072.

The total value of products made in 1933 by establishments engaged primarily in the manufacture of macaroni, spaghetti, vermicelli, noodles and other alimentary pastes amounted to \$35,891,829 (at f.o.b. factory prices), as against \$36,224,902 reported for 1931 and \$47,074,230 for 1929.

Statistics for 1933 with comparative figures for earlier years are given in the following tables. All figures for 1933 are preliminary and subject to revision.

Table 1.—Summary for the Industry: 1933, 1931, and 1929

	1933	1931	1929
Number of establishments.....	296	309	353
Wage earners (average for the year) 1/.....	5,498	4,764	5,072
Wages 2/.....	\$ 4,274,619	\$ 4,474,196	\$ 5,384,353
Cost of materials, containers, fuel, and purchased electric energy 2/.....	20,385,288	20,311,386	27,336,126
Value of products 2/.....	35,891,829	36,224,902	47,074,230
Value added by manufacture 3/.....	15,506,541	15,913,516	19,738,104

1/ Not including salaried officers and employes. Data for such officers and employes will be included in a later report. The item for wage earners is an average of the numbers reported for the several months of the year. In calculating it, equal weight must be given to full-time and part-time wage earners (not reported separately by the manufacturers), and for this reason it exceeds the number that would have been required to perform the work done in the industry if all wage earners had been continuously employed throughout the year. The quotient obtained by dividing the amount of wages by the average number of wage earners cannot therefore be accepted as representing the average wage received by full-time wage earners. In making comparisons between the figures for 1933 with those for earlier years, the possibility that the proportion of part-time employment varied from year to year should be taken into account.

2/ Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance and advertising.

3/ Value of products less cost of materials, containers, fuel and purchased electric energy.

**National Biscuit Radio Program**

The first 3 hour coast-to-coast network sponsored radio program in history is being broadcast every Saturday night over the 57 stations of the NBC-WEAF network by the National Biscuit company to entertain millions of listeners while advertising its products.

The program started on Saturday night, Dec. 1, 1934. It is called the "Let's Dance" feature, an all musical program

originating from the auditorium studio of Radio City, from 9:30 to 12:30 CST. Three bands, three directors and one master director will work during the three hours to furnish uninterrupted dance music to the nation. "Let's Dance" is the result of demands by radio listeners (particularly on Saturday nights) for such music convincing the National Biscuit that it is sponsoring a popular feature in providing the nation with three solid hours of danceable music.

**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 November 1934 the following were reported by the U. S. Patent Office:

**PATENTS**  
**Design for Macaroni**

A patent for macaroni was granted to Angelo Ronzoni, New York. Application was

filed Aug. 4, 1934 and given serial number 52806. The official description given in the Nov. 13, 1934 issue of the Patent Office Gazette is as follows:  
"The ornamental design for a macaroni, as shown."

**TRADE MARKS REGISTERED**

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

**Cel-Mac**

The trade mark of Fontana Food Products Co., South San Francisco, Cal. was registered for use on macaroni. Application was filed June 28, 1934, published Sept. 4, 1934 in the Patent Office Gazette and in the Oct. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since May 10, 1934. The trade name is in heavy type.

**Duroni**

The trade mark of A. C. Krumm & Son Macaroni company, Philadelphia, Pa. was registered for use on macaroni products which include macaroni, spaghetti, elbow macaroni and egg noodles. Application was filed Jan. 19, 1934, published Sept. 18, 1934 in the Patent Office Gazette and in the Oct. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since June 20, 1931. The trade mark is written in large type.

**TRADE MARKS REGISTERED WITHOUT OPPOSITION**

**San Diego**

The trade mark of Ralph Rauli, doing business as Sunland Biscuit Co., also as Sunland Macaroni Co., Los Angeles, Cal. was registered without opposition for use on alimentary pastes, macaroni products. Application was filed Aug. 3, 1934 and published Nov. 20, 1934. Owner claims use since June 11, 1933. The trade name is of large black type.

**Arizona**

The trade mark of Ralph Rauli, doing business as Sunland Biscuit company, Los Angeles, Cal. was registered without opposition for use on semolina products, namely macaroni, vermicelli, egg noodles and spaghetti. Application was filed June 30, 1934 and published Nov. 27, 1934. Owner claims use since June 11, 1933. The trade name is written in heavy type.

**TRADE MARK REGISTRATIONS RENEWED**

The trade mark of the Vesuvio & Piedmont Paste company registered April 21, 1914 was granted renewal privileges to California-Vulcan Macaroni company, trading as Vesuvio & Piedmont Paste Co., San Francisco, Cal., effective Nov. 27, 1934.

**TRADE MARKS APPLIED FOR**

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

**Royal Clover**

The private brand trade mark of B. H. Rudo & Bro., Baltimore, Md. for use on chicken noodle dinner, macaroni and other groceries. Application was filed Aug. 15, 1934 and published Nov. 6, 1934 by the Patent Office. Owner claims use since July 12, 1934. The trade mark is the trade name written in heavy letters.

**Dutch Lunch**

The private brand trade mark of Milano, Inc. doing business as Dutch Lunch Products company, Seattle, Wash. for use on egg noodle chicken dinner. Application was filed Oct. 27, 1933 and published Nov. 13, 1934. Owner claims use since June 1933. The trade name is in large black letters beneath which is a Dutch lady.

**Catelli's**

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

# THE ENERGY FOOD

## Macaroni Important Article

Originated in Italy Where It Is Universally Used  
By DANIEL R. HODGDON, Ph.D., J.D.

Macaroni is made of glutinous wheat. It seems to have originated, as far as the modern world is concerned, in Italy. However, its origin is probably much further back than the Italian nation. In Italy it is an article of food of national importance and it is beginning to be very popular in this country.

A preparation made from glutinous wheat in different forms is known as vermicelli, pasta, spaghetti, taglioni fanti. The wheat from which these products are manufactured is richer in gluten and other nitrogenous compounds than the soft or tender wheats.

The fine, threadlike material is called vermicelli; the thick sticks and pipes are called spaghetti and macaroni. The small lozenges, discs, stars, moons, animals, letters, eclipses, and so forth, are called pastas.

The granular product of hard wheat is called semolina. It is this material which is thoroughly mixed with boiling water and placed in a kneading machine in a form of a stiff paste or dough. It is carefully kneaded until it is of the right consistency and then it is shaped into its various forms, creating the different products mentioned.

Vermicelli is cut off in short bundles and laid on trays to dry; macaroni is dried by hanging it in long lengths over rods in some sort of heated compartment through which currents of air are driven. If the macaroni is genuine, that is, rich in gluten, it can be dried in this manner. Improperly made macaroni or macaroni of a poor quality must be laid out flat to be dried, since it is not strong enough to be hung up to dry. It will not bear its own weight because of the lack of tensile strength.

### Is Yellow in Color

The best grade of macaroni has a soft, yellowish color; it is more or less rough in texture, elastic, and hard; when broken it makes a smooth, glassy fracture;

when it is boiled it will swell up double its original size without becoming pasty or adhesive. Genuine macaroni may be kept a long time without alteration or deterioration.

It was thought that macaroni was originally made by pressing a mass of dough through a sieve and as the dough



Daniel R. Hodgdon

passed through the holes in the sieve it formed long strings of macaroni. Today the modern factory produces macaroni by the use of hydraulic pressure which forces the dough slowly through small holes in a perforated plate. In each hole is a steel pin which gives the macaroni its hollow form. It comes from the press in long strands and is cut to the size of the package and sent to the drying room.

Well-made macaroni must dry only so long. If the air is too moist it may mildew or sour. If the air is too dry the texture may be hurt. The best factories have proper time and temperature controls. Macaroni to be good must not only be made of the proper wheat, but it must be properly made. The amount of water used in the meal and the size and shape into which the dough is formed,



determines the different types of macaroni or spaghetti. The mixture of dough must be stirred until it is firm, smooth, and elastic in texture.

### Easily Digested

Macaroni digests very well. Less than 11 per cent is lost in the process of digestion and assimilation. It provides energy with a comparatively small amount of energy. It does not irritate the stomach or intestines. It contains no substances which are injurious to the blood vessels or liver, since it does not produce uric acid. It appears to have favorable action upon putrefaction. It is often recommended for food for those who have tendencies toward hardening of the arteries and in cases of Bright's disease.

Of course one should obtain permission from a physician to use macaroni when suffering from any malady. In certain cases, macaroni may be substituted in place of meat. It is not a substitute for potatoes. It furnishes nearly four times as much energy as boiled potatoes and like meat it has an acid reaction in the system. Macaroni combines exceedingly well with other foods, especially with vegetables. The combination of tomatoes and macaroni and cheese is to be commended and encouraged.

An ounce of macaroni contains about the same amount of iron in grams as an ounce of potatoes and over twice as much phosphorus; one and a half times as much calcium, and about the same or a little more magnesium and almost six times as much sulphur.

It will be seen, then, that macaroni furnishes a certain amount of mineral elements for nutritional purposes. There are many ways in which macaroni may be served in the dietary. It may be considered as one of the cleanest and one of the most wholesome foods available if it is properly made and it may be used frequently.

## Greetings

To the members of the Macaroni Industry and their families

The most valuable and satisfying result of our business relationship is the acquaintance and friendship acquired over a period of years.

May your industry continue to prosper and our friendship broaden and grow deeper

CAPITAL FLOUR MILLS  
INCORPORATED



Merry Xmas  
&  
Happy New Year



F. MALDARI & BROS., INC.

178-180 Grand Street



New York, New York

TRADE MARK

## DECATUR SHOOKS

CLEAN BRIGHT DRY  
ACCURATELY SIZED  
PROMPT SHIPMENTS ALWAYS

WE SPECIALIZE IN ATTRACTIVE WOODEN BOXES FOR QUALITY FOOD PRODUCTS



DECATUR BOX AND BASKET COMPANY

SALES OFFICE: STARKS BUILDING

LOUISVILLE, KENTUCKY



# Secrets of Successful Trade Marking

## "Flavor" Problem Shows Trade Mark Its Job

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

If a macaroni marketer has chanced to "look over the fence" these past few months, into adjacent sections of the food field, he can scarcely have failed to notice the turmoil among the canners. Packers in glass and tin of the vegetables that are served with macaroni have been all agog over a bristling new problem of branding and labeling. How is "flavor" to be expressed? Thus runs the riddle of the hour.

Having heard this news of the language perplexities of a nearby food clan, let no reader of the JOURNAL hastily assume an I-should-worry attitude. Just because "flavor" as such is not to be reckoned with in macaroni specifications. Let him but look below the surface—not very far below, either—and the macaroni producer will find a moral, or a tip-in-time in the furure next door. It boils down to just this, the interrogation that plagues the canners is a local application of what will soon be a general issue in fooddom, viz: How shall a food producer or processor express the intangible characteristics of his product.

Luckily the macaroni brethren unlike their cousins the canners, need be in no wild hurry to answer the question of how they are to visualize to ultimate consumers the peculiar goodness of their respective wares. The canners may be excused for getting in a fidget because the Federal government has been pressing them to adopt a system of quality standards or grade ratings and to spread the news of these separations by means of informative labeling. Worse yet in the eyes of the canners, the consumers annex of the NRA, backed by the Department of Agriculture has been pressing, the while, for a set of rigid alphabetical or numerical keys to quality. All of which is maddening to the food specialist who contends that the most important attributes of food, the indescribable elements that endear a favorite food to its habitual partakers—cannot be measured or defined by hard and fast enumerations of conventional physical characteristics.

So much for the canners, on whom this perplexity has been forced by the backwash of the New Deal. Now for the contact of this freshly emphasized responsibility with the macaroni group. What is sauce for the goose may be sauce for the gander. Any day the macaroni wing of the food congregation may receive a summons to find a schedule of standards for its products and post the findings on the packages. Then indeed will the circle be face to face with the principle that is the pivot of the controversy already under way, i.e., the principle that *individually* food specialties are possessed of qualities that cannot be standardized. And so cannot be de-

scribed in small compass, much less expressed by an arbitrary symbol.

In the case of the squabble over canned foods labeling the canners defense has rested upon the difficulty or impossibility of conveying by any simple sign the elusive essence of "flavor." But there are other food assets equally difficult of definition which bring the responsibility in equal force to other subdivisions of the food industries. Take "taste" for example, which Uncle Sam has recently ruled cannot be patented. Or again it might be "aroma." And in certain lines the lure that cannot be appraised by a code letter may conceivably take the form of suggestive, appetizing "color." Finally there is a form of food magnetism that is compounded of a variety of these blessings which cannot be translated into exact "values" by means of a scoring system for purposes of grading.

If we conclude that the point is well taken that the "personality" of a distinctive food specialty cannot be tagged by standard signs of comparative quality we are face to face with a "what then?" And the answer rests, it seems, mainly in our old friend and standby, the trade mark. We have already put forward in these columns the theory that every added demand for further information or description on food labels is calculated to make consumers rely more heavily on time tried and trusted trade marks. But this new guess that we may look for a flight of consumers to trade marks as the one best means of reassurance, has yet another, a different, basis. Here, as in the other relationship the trade mark inspires confidence and a feeling of security. But on top of that the trade mark takes on the role of harbinger of a distinct kind of excellence, a fanciful word or picture which stands for a characteristic entity that would be difficult to describe or portray.

If ultimate consumers grow tired of "full particulars" on food labels when they have them, if they find that intimate details of size, texture, tenderness, etc., do not make them any the wiser or simplify selection of package food, how much more logical that they shall despair of being able to learn from a synopsis of physical attributes whether a given food has the rare flavor or the energizing stimulus which the palate craves. What more natural than if it should be proved by personal experience that a given trade mark stands for a special slant in a favorite dish, that mark should be the sole stipulation when a second helping is asked for.

In the future even more than at present, is the macaroni marketer likely to gain by making his trade mark a guar-

anty bond for exclusive or exceptional culinary satisfaction. Only consider for example the effect which will ensue if the food law reformers ever realize their dream of "full formula" labeling. Consumers would be simply engulfed in a recital of facts regarding the simplest items of food. Instead of cultivating a painstaking examination of label statements the effect of the overdose would almost certainly be to cause the average householder to pass up the entire encyclopedia. Certainly that will be the sequel if the package flies a trade mark in which at a glance broad trust can be placed.

Since we have mentioned the subject of formula labeling it might be added that where a trade mark is a mark of high character in food merchandise the mark will serve to hold all its old friends, no matter what minor changes may be made in the manufacturers' formula. No such certainty exists where there is buying-by-formula. Blessed indeed is the processor who, when he revises his recipe, can rely upon the public's faith in his trade mark to being confident acceptance of the fresh ingredients or the new cookery.

It is plain that the time element is a vital factor in any marketing strategy which seeks consumer acceptance of a given trade mark as a hostage for a form of goodness in the goods that is unique, exceptional or distinctive. By that it is not meant that only the old-established house has a chance to enjoy the no-questions-asked species of consumer confidence in a trade mark. But obviously an interval is required for cumulative public experience to reach a point where it begets, on the part of many folks, a consciousness that a certain brand is synonymous with a product of a certain nature, with, if you please, a certain degree of excellence.

One all important secret lurks in our fresh phase of trade mark potentialities. If a trade mark is to automatically conjure for the everyday consumer of macaroni a vision of mental taste, it won't "just happen." To bring about this happy state requires from the macaroni marketer himself the cultivation of a studied association of ideas. Assuming that his product has unusual properties that come out in the cooking, the serving or the eating, the fact must be emphasized strongly and persistently if the naked trade mark is to stand, wherever it may be seen, for just that novelty or twist of taste. Even so, the macaroni character builder is likely to be repaid for his pains if the bureaucrats and social revolutionists keep on trying to persuade food purchasers that the appraisals by government graders are sufficient for guidance in food selection.

December 15, 1934

THE MACARONI JOURNAL

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Christmas Greeting

To Our Friends in the Macaroni Industry

We Extend Our Sincere Wishes for a  
Very Merry Christmas  
and a  
Happy, Prosperous New Year

King Midas Mill Co.  
Minneapolis, Minnesota

# Notes of the Industry

## Wholesale Prices Up

Wholesale commodity prices continued their upward tendency for the week ending Nov. 17, 1934 according to a survey made by the U. S. Department of Labor. The wholesale commodity price index increased by one-tenth of a point to 76.7% of the 1926 average.

As might be expected farm products and foods made therefrom showed the largest increases, due to the drought conditions that prevailed the past summer and the corresponding low yields. Macaroni products held their own on an average despite some wide fluctuations due to grades of materials used.

## Rebuilds Noodle Plant

A noodle manufacturing plant has been erected at 670 Crescent av., Bronx, New York to replace the one destroyed by fire several months ago. The proprietor of the old plant, Mr. DeVoto, who operated as the Genoa Noodle com-

pany has supervised erection of the new plant which will be operated under the name of the Hebrew National Noodle company. It will specialize in noodles.

## Cleveland Plant Damaged

The C. Marckese & Sons macaroni factory at 1106 Scoville av., Cleveland, Ohio was slightly damaged by a fire of unknown origin last month. Quick work by the firemen confined the fire to one portion of the plant and the damages to about \$5,000, mostly due to smoke and water. The operation of the plant was resumed within a few days, avoiding any heavy loss of business.

## October Employment Up

Factory employment increased 3.7% from September to October and factory payrolls increased 4.6% over the month interval, reports the Bureau of Labor Statistics. The indexes for factory employment and payrolls are computed from returns supplied by representative

establishments in 90 important manufacturing industries of the country. Reports were received in October from 25,283 establishments employing 3,600,140 workers whose weekly earnings were \$68,008,419.

The largest percentage of gains in both employment and payrolls for the period were seasonal increases in industries whose peak production usually occurs in those weeks. Forty of the 90 reporting firms recorded declines that were also classified as seasonal decreases.

## Kentucky Enlarging Plant

President Joseph Viviano of the Kentucky Macaroni Co., Louisville, Ky. announces building of an extension to his present plant that will bring his daily plant capacity up to 600 bbls. The firm's business has expanded greatly in recent months, necessitating this additional manufacturing and drying space. As planned, the addition will cost \$20,000 and will give the firm production capacity to take care of its needs for years to come.

## Higher Flour Prices Expected

Macaroni-noodle manufacturers should not be influenced by the latest price break in the grain market because all indications are that grains will and must go higher and that replacements of semolina and flour will gradually become more costly.

In sympathy with the break in grain prices, generally, durum reached a new low the first week in December and because of heavy purchases made on that break durum millers quoted attractive prices that may carry through for 60 or 90 days, but nevertheless users of semolina, farina and flour should not lose sight of the fact that actual replacement purchases will be made only in the late winter at prices considerably above the present market, and prices quoted on finished macaroni products should reflect the costlier replacements. All grain and business papers are of the same opinion, frequent editorials having appeared with the same suggestion and warning. The following from the New York Journal of Commerce, Dec. 7, 1934 is indicative:

### Higher Grain Price Prospects

Despite hedging operations against unusually large importations of Argentine corn, many in the grain trade believe that even higher prices are in prospect.

Five million bushels of Argentine corn have been sold for optional discharge at Atlantic, Pacific and Gulf ports. However the hedging against these sales, as was the case with previous imports this fall, had little perceptible influence on prices.

Flour production this year is at 1933 levels, but the provision trade's autumn sales indicate an increase in consumption over last year. Stocks of these commodities are expected to decline, raising meat products prices and thus giving a background for stronger feed grain markets.

The ability of the markets to absorb continuous short sales along with large hedging operations has convinced many in the trade that the demand for feed grains will persist without much relaxation for some time to come.

**BAUR FLOUR** has power.

It will pay you, like others, to use

**ROMEO**

Unbleached Hard Wheat Flour.

Telegraph for price today

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

December 15, 1934

THE MACARONI JOURNAL

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## NOODL-ETTES!!!

By MacNoodle



*No Danger  
of Knowing  
Too Much*

Barring those fellows who look upon any work as merely a job, every youngster takes his first position with a feeling that he is going to learn the business. He may maintain that attitude for a long or a short time, but the chances are that when he gets on his own he will think he has the business learned and his attitude will change. He will devote himself to the practice of the business, forgetting there is yet more to be learned of the fundamentals.

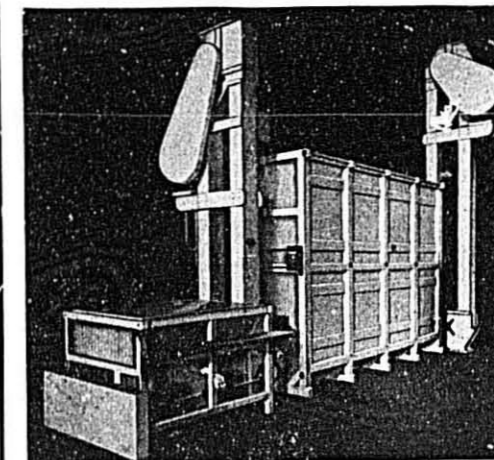
I know how it was when I gave up an employe's position and became an employer. I felt about like the kids escaping from the schoolhouse the last day of school, shouting, "Good bye scholars, good bye school, good bye teacher, darned old fool!" I was through with the learning part. I was like the young college graduate who met the college president on the street and told him, "Well, sir, I have finished my education." But I had no one to say to me as the college president said to that boy, "Is that so? I am just beginning mine." I failed to realize I was leaving it to experience to teach me a lot of things I might have learned easier and quicker from experience of others.

Some men go plunging ahead, a little proud, if the truth were known, of being "rough diamonds," but forgetting the uncut diamond is valuable in spite of its roughness, not on account of it.

When bluff old Andrew Jackson, in command of the army of the Mississippi, sent the war department word, "I will hold New Orleans in spite of Urop and all hell," nobody cared that he could not spell. He delivered the goods without the aid of an extensive early education. And yet, as President of the United States, he found he needed a lot of knowledge he had neglected to get when he could.

It is important for a business man to realize he needs to keep on studying and learning as long as he continues to work. Otherwise he will find himself passed by those who do not stop studying just because they have been graduated from their first course of instruction.

**MAKE  
\$1 earn \$2**  
by installing  
**CHAMPION  
AUTOMATIC**  
Flour Handling Equipment



**TODAY** it is more important than ever to reduce operating costs, and scores of macaroni manufacturers are taking advantage of the economies offered by Champion Flour Handling Equipment to save time, labor and materials.

They use Champion weighing and traveling flour hoppers that eliminate waste and speed up the work—water scales that insure accuracy in the dough mix—flour sifters that clean the flour and result in less scorching of the dies, an advantage that means a big saving besides improving the products.

It is all done automatically and quickly—no guesswork, no loss of time, and no waste of materials. Champion equipment pays for itself over and over. Every dollar you invest brings back double its value in savings. Send coupon today for details and terms. Our "square deal" time payment plan makes it easy for you to buy—no outside financing charges to worry you.

**CHAMPION MACHINERY COMPANY**  
JOLIET, ILLINOIS

Champion Machinery Co., Joliet, Ill.

Gentlemen: Please send information on your Automatic Flour Handling Equipment, and tell me about your time payment plan.

NAME .....

BAKERY .....

ADDRESS .....

CITY..... STATE.....

### Slight Change in Retail Prices

Macaroni, spaghetti and noodles cost the consumers very little more this year than they did a year ago. That was revealed by a survey made in November for comparison with facts obtained by a similar nation wide survey last year.

Comparisons are difficult in that many of the brands reported on in November 1933 were not among those advertised during the week covered by the survey this year.

The one important and most noticeable result of the survey of offerings by retailers is the utter lack of designation of the quality of the goods offered. Only rarely were semolina macaroni and egg noodles mentioned in the advertised prices. The terms generally used were either "macaroni" or "spaghetti," unqualified, for the plain products and "noodles" for either the plain or the egg varieties.

In studying the results of the survey it must be taken for granted that the lowest prices quoted were on flour macaroni and eggless products, though some well known advertised brands that have a reputation for quality were quoted at ridiculously low prices.

In both years the states comprising Region No. 6 which include such large trading centers as Detroit, Chicago, Indianapolis, Milwaukee and the Twin Cities, reported the lowest as well as the lowest average prices on packaged prod-

ucts, the only exceptions being the 5 oz. and the pound noodle packages.

The price on bulk macaroni ranged from a high of 10 1/2c a pound in Region No. 2 (New York) to a low of 5 3/4c in Region No. 12 (Seattle), in November 1933, while the high for November 1934 was 10c in Region No. 8 (New Orleans) and the low 6 1/4c in Region No. 6 (Chicago).

A 7 oz. package of macaroni sold for as low as 4 3/4c in Region No. 6 last year and 1 1/7c in 1934. The pound package of macaroni-spaghetti sold at a wider range in 1933, with a high of 14c in Region 12 and a low of 7c in Region 6, averaging 10c a pound. The extremes in this size package were not so noticeable this year, the high being 10c per pound package in Region No. 10 (Los Angeles) and the low 7 1/2c in Region No. 6, with an average of 9c.

The perplexing question of grades must have entered materially in the quotations since the 1934 prices show very little advance despite an exceptionally higher flour and semolina market due to the drought of 1934.

While the survey as shown in the table attached does not prove anything conclusively, it does show a wide range of prices and the need, perhaps, of getting retailers to state clearly and positively the quality of the goods being offered consumers in their newspaper advertisements.

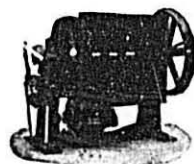
Study of retail prices of macaroni products as quoted in newspaper advertisements in November 1933 and November 1934.

(Clippings requested from all Regions and all large centers for this survey. Only the more popular sizes of containers were considered.)

Nov. 1933 Prices Per Pound (Cents)			Products and Containers			Prices Per Pound (Cents) Nov. 1934		
High Region	Low Region	Aver.				High Region	Low Region	Aver.
10.50	No. 2	5.75	No. 12	7.70	Bulk Mac-Spag.	10.00	No. 8	6.25
8.33	No. 12	8.33	No. 12	8.33	Bulk Noodles	15.00	No. 4	6.50
7.00	No. 6	3.75	No. 6	4.88	7-oz. Mac-Spag.	7.50	No. 7	4.16
8.50	No. 6	4.50	No. 6	6.15	8-oz. Mac-Spag.	8.50	No. 6	5.50
10.00	No. 2	7.50	No. 7	9.00	9-oz. Mac-Spag.	0	No. 6	7.00
0		0		0	12-oz. Mac-Spag.	14.50	No. 7	9.00
14.00	No. 12	7.00	No. 6	10.00	1-lb. Mac-Spag.	10.00	No. 10	7.50
0		0		0	2-lbs. Mac-Spag.	19.00	No. 4	13.00
7.66	No. 1	6.33	No. 7	6.80	4-oz. Noodles	7.00	No. 10	4.50
9.00	No. 9	7.50	No. 6	8.25	5-oz. Noodles	10.00	No. 8	9.50
19.00	No. 12	10.00	No. 6	14.25	1-lb. Noodles	17.00	No. 7	13.50
							No. 10	15.00

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

that we cannot "Guarantee to the Limit" in every way.



Pride in our Reputation and Product prompts us to build only the finest types of Presses, Mixers and Kneaders possible to build. Our Advanced Developments are the result of Practical Application of Engineering gathered from 83 years' Experience in the Field.



WE GUARANTEE

STRENGTH--DURABILITY--MATERIAL & WORKMANSHIP

THE CHARLES F. Telephone: Haymarket 0696

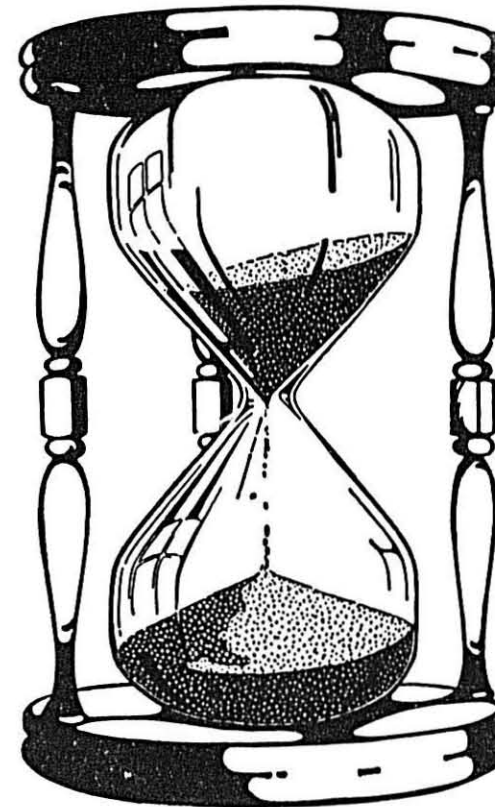
HYDRAULIC MACHINERY **ELMES** CHICAGO

ENGINEERING WORKS 213 N. Morgan St., Chicago, U.S.A.

# NOW

## MORE THAN EVER BEFORE

AMBER-BRIGHT



UNIFORM

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### Outstanding Superiority

### Amendment to Food and Grocery Distribution Code

Approval of amendments revising provisions of the wholesale and retail food and grocery trade codes, especially the so-called "transportation charge" clauses, has been announced by the National Industrial Recovery Board.

Both codes contain loss limitation provisions. The amendments approved require that transportation charges, which must be included in computing cost, must be not less than a given schedule, on a percentage basis, according to distance from determined "zero points" to the retail store.

In a 20-mile radius the charge may not be less than 1% of the net purchase price, in the next 20 miles 1 1/2%, and beyond 40 miles 2%. Distances are to be computed from a common "zero point" given on an American Automobile Association map if available, or set by the local code authority. If any part of a city or town is within one zone and other parts in another the entire city or town may be considered to be within the first zone.

An amendment to the wholesale food and grocery trade code would permit sales between wholesalers to be made without inclusion of charges for direct labor required by the code in all other sales, but this amendment will not be effective for 30 days "during which interim the desirability and advisability" of the amendment is to be "further considered."

Both codes are changed to limit the liability of the code authority, which administers both codes, and to permit it to incorporate. The use of prizes and premiums is placed under strict regulation, being prohibited in cases where it would nullify the loss limitation clauses or where it involves lottery, misrepresentation or fraud, or is not available to all customers of the same class in the same trade area.

Why do we eternally use words, when there are so many more eloquent ways in which to express ourselves?

**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**

LOUIS S. VAGNINO, President  
 G. G. HOSKINS, 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. XVI December 15, 1934 No. 8

**To Expedite Code Enforcement**

The National Industrial Recovery Board is moving definitely to assist government representatives and Code Authorities to effectuate code compliance. According to "NRA Highlights of the week" Sol A. Rosenblatt has been appointed Director of Field Administration and Enforcement. He is to coordinate activities of the compliance and litigation divisions and cooperate with other government agencies. Ten regional compliance offices are being set up to receive reports of the state compliance directors and adjust difficult cases, and when necessary to start court proceedings. The macaroni industry will welcome such cooperation in action to be taken against delinquent firms and violators who may be made to feel that trifling with the government and violating Federal laws is something which Uncle Sam will not tolerate. While the "gyppers" or "chiselers" may realize a temporary gain from their illegal acts, they will suffer heavy penalties and be disgraced when the National Code officials start their "crack down" action against violators, an action that has been too long delayed for the good of the firms and individuals who have faithfully cooperated with the government and fully observed the provisions of the code of their industry or trade.

Those who talk grandly of taking life as it comes usually do that only so long as it comes pleasantly.

**International Macaroni Trade**

According to the report by the Bureau of Foreign and Domestic Commerce, the import and export business of macaroni products decreased almost 50% during September 1934.

**Imports**

The report shows that the imports amounted to only 96,474 lbs., worth \$8,787 whereas the August imports were 138,374 lbs., with a value of \$10,788. The total imported for the first nine months of 1934 ending September 30 was 1,004,054 lbs. valued at \$84,529.

**Exports**

Macaroni products exported by American manufacturers amount to 90,749 lbs. worth \$7,900. The decrease in this business is shown when compared with the figures for August 1934 which were 186,660 lbs. with a total value of \$15,382.

During the first nine months of 1934 to and including Sept. 30 there was exported from this country 1,413,634 lbs. worth \$115,765.

The list below shows the countries to which macaroni products were shipped during September and the amounts sent each.

COUNTRIES	Pounds
Canada	4,814
British Honduras	1,195
Costa Rica	128
Guatemala	1,412
Honduras	6,616
Nicaragua	1,571
Panama	15,806
Salvador	135
Mexico	11,667
Newfoundland & Labr.	1,841
Bermudas	2,481
Barbados	312
Jamaica	888
Trinidad & Tobago	430
Other Br. W. Indies	864
Cuba	13,548
Dominican Rep.	1,390
Neth. W. Indies	1,649
French W. Indies	60
Haiti, Rep. of	1,360
Virgin Is. of U. S.	1,577
Columbia	147
Peru	50
Venezuela	456
Arabia	150
British India	452
British Malaya	371
Ceylon	76
China	2,590
Netherland India	1,791
Hong Kong	2,209
Philippine Islands	4,450
Siam	76
British Oceania	31
French Oceania	2,885
New Zealand	1,100
British E. Africa	72
Union of S. Africa	3,777
Other Br. S. Africa	30
Other Br. W. Africa	23
Other Fr. Africa	50
Liberia	47
Mozambique	272
Hawaii	78,264
Puerto Rico	44,976
TOTAL	213,989

We'd all be better off if we got to work with the same thoroughness with which we get worked up.

**The Might of "We"**

Eliminate the first person singular pronoun from sales conversation. All that is so stated is challenged as being a one-man opinion or as representing one man responsibility.

"We" symbolizes size, strength responsibility. It brings up a picture of all the resources of your firm standing foursquare back of what you say. It puts the strength of numbers on your side.

Customers know the firm; they realize that it has a lot at stake in anything it sells. Think of it this way. The customer knows that salesmen exaggerate. He knows that business firms don't, because they have to make good on their representations.

Expressing a fact as a personal opinion may make a salesman feel bigger and more important, but what's the good of it? The important consideration in selling is sales effectiveness. When the relative merits of I and WE are considered, it always develops that "I" hasn't a leg to stand on.

**WANT ADVERTISEMENTS**

**FOR SALE:** Fully equipped plant, capacity 65 bbls, daily in modern 5-story brick building, sprinkling system, electric and steam heated; located at 225 Cook St. Brooklyn, N. Y. Reasonable. Refer to Refined Macaroni Co., 421 Rodney St., Brooklyn, N. Y.

**WANTED** ■ KNEADER 1 1/2 BBL. ■ VERTICAL STATIONARY 14 1/2" PRESS.

**FOR SALE** ■ HEAVY DUTY 20" NOODLE AND BOLOGNA COMBINATION EQUIPMENT. ■ AUTOMATIC RAVIOLI EQUIPMENT. ■ SEMI AUTOMATIC SCALE FOR SHORT MACARONI. ■ GOING EGG NOODLE FACTORY. ■ \$75 MONTHLY PROFIT. ■ ADDRESS BOX 11-7, C/O MACARONI JOURNAL, BRAIDWOOD, ILLINOIS.

For Quality Macaroni Products Use

**LOMBARDI'S**  
Quality Dies


New and Rebuilt Dies Guaranteed

Frank Lombardi  
Phone HAYmark: 4873  
1150 W. Grand Ave., Chicago, Ill.

FOR QUALITY AND SERVICE GIVE US A TRIAL

**CARTONS**

NATIONAL CARTON CO.  
JOLIET, ILLINOIS.

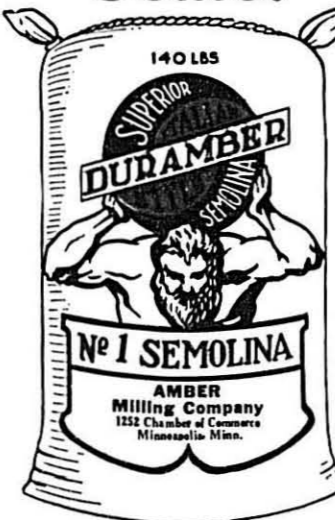


May the Christmas Bells Ring in for You an Era of Unalloyed Happiness and Constantly Increasing Prosperity.

The Star Macaroni Dies Mfg. Co.

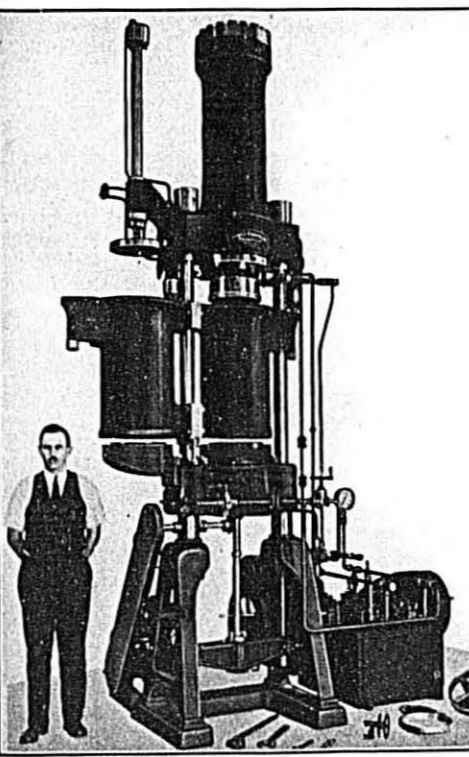
Volete Una Pasta Perfetta E Squisita

**Usate!**



140 LBS  
SUPERIOR  
DURAMBER  
No. 1 SEMOLINA  
AMBER Milling Company  
1232 Chamber of Commerce  
Minneapolis, Minn.

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



PRESS No. 222 (Special)

**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

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

**The Trade Association in 1935**

Several letters have been received lately from Macaroni and Noodle Manufacturers who are truly interested in the future of the National Macaroni Manufacturers Association, manufacturers who have for years supported and fostered this nation wide organization of food producers for the purpose of promoting the best interests of the trade, if only in a nominal way. All of them asked the same question,—“What's ahead for the National Association in 1935?”

What can the answer be? The National Association will be continued in its present form, ready always to cooperate in each and every effort sponsored by the Macaroni Code Authority or suggested by any group of manufacturers. It will carry on in a subdued but determined way a waiting developments and the outcome of the activities now better controlled by the Code Authority with the support of NRA.

As to the future of trade associations, and that includes nearly 1999 others in the total of 2000 that functioned similarly for trades other than macaroni making, the idea, simple but strong, is that trade associations have got to build up their organizations so as to be prepared and ready to carry on whatever good there is in NRA irrespective of whether NRA stands or falls, its enabling act modified or extended. Every trade must support its organization in a way that it can and will conduct a certain measure of self government or administration of the industry as a whole, either with or without government help. As one prominent trade executive recently put it:

“The government cannot run all the intricacies of a trade or industry, and the government knows it despite all the fancy Washington talk about government direction. This leaves the job of self government smack in the laps of the industries themselves, where it always was anyway and where it should ever remain. Consequently, any trade or industry which thinks that it can squeeze out of the government the advantages of industry organization without going through all the tortuous process of building up and maintaining a good trade association, is like a raw football team which thinks it can win a big game without training. These comments probably sound like a lot of preaching but they are based on common sense and long experience with trade association work and government supervision.”

The National Macaroni Manufacturers Association for over 30 years has served the macaroni industry competently and faithfully. It stands ready to do so now in the limited way permitted under the present setup and in a bigger way whenever the opportunity presents itself. It solicits the continued confidence of macaroni-noodle manufacturers and allied tradesmen. With their support and confidence it will carry on for the welfare of the trade of which these appreciated supporters are so important a part.

In that spirit—May 1935 be to the industry and its component manufacturers and allies a New Year of better understanding and of improved business.

M. J. DONNA,  
Secretary and Editor.



**CHRISTMAS-NEW YEAR**

*The time of the Year to “STOP, LOOK and LISTEN.”*

*As one big family let all of us make:*

**INVENTORY:**

Glad of our good deeds, proud of our accomplishments, but regretful of our mistakes.

**WISHES:**

Good Health--Happiness--Prosperous Business.

**RESOLUTIONS:**

Let us act in unison, in greater effort to make less mistakes, more good deeds, greater enterprise, stronger cooperation, better understanding and friendly relationship, in order to make this great world a better, finer and happier place to live in, with greater expectations to live for.

**CLERMONT MACHINE CO., Inc.**

268-270 Wallabout St.

Brooklyn, N. Y.

"YES INDEED, I'LL HAVE SOME MORE.  
THAT'S THE MOST DELICIOUS  
MACARONI I EVER TASTED!"



To help you get this "quality" in your product, we go out into the wheat fields even before the grain is ripe and spot the territories which promise to yield the best durum. When the wheat begins to come in, we run test millings on every car we buy, to make sure it is of the highest quality.

We then mill this tested durum under the most carefully controlled conditions. Every hour a color test is made. Tests for protein are made constantly during the milling. And, as a final grand check-up, we make macaroni in our own plant, operating under the same conditions as are found in commercial plants.

The result—uniform strength, rich amber color, delightfully pleasing taste—a quality product that will produce quality macaroni for you. Try them in your own plant, and see for yourself what Pillsbury's Best Semolina and Durum Flours will do.

• THE quickest, easiest way to increase the sales of your product is to persuade your present customers to serve macaroni just a little more often—and to eat just a little more of it when it is served.

But people can't be persuaded to eat more macaroni by argument. The trick is to improve the "quality" of your product so they will empty the package a lot faster.

PILLSBURY'S *Semolina*