

**THE
MACARONI
JOURNAL**

**Volume XVI
Number 9**

**January 15,
1935**

The Macaroni Journal



Minneapolis, Minn.

JANUARY 15, 1935

Vol. XVI No. 9

A 1935 RESOLUTION

*That Will Mean Better and More
Satisfactory Business
in the New Year*

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- A Staff of Employees, able and satisfied.
- A Product of a quality worthy of your standing.
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Operating Under The NRA Code of Fair Competition For The Macaroni Industry
Approved January 29, 1934, Effective February 8, 1934

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Compensation for Piece Work

NIRB has ruled that payment to employees in codified industries engaged on a piece work basis must be computed on the basis of not more than 7 consecutive days and must be not less than the minimum hourly rate specified in the appropriate code multiplied by the number of hours worked in the period.

This ruling was contained in an interpretation of code provisions extending minimum hourly rates of pay to piece workers. The text follows:

Under any such provision in any code, an employer shall compute the minimum compensation payable to each piece work employe on the basis of a period of not more than 7 consecutive days. Each employer shall pay to each of his piece work employes for work

performed by said employe during such period an amount not less than the product of the minimum hourly rate prescribed in said code multiplied by the number of hours worked by said employe during such period.

If any such provision in a code as thus applied should work hardship in any case by reason of peculiar circumstances or methods of operation, the employer affected thereby may apply for an exemption to such provision.



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THE MACARONI JOURNAL

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New Year Optimism

In this season of good resolutions, easily made but difficult to observe as religiously as good resolutions should be observed, there has been recommended a simple, yet appropriate resolution which all business men and macaroni-noodle manufacturers in particular should adopt as their guiding thought throughout the new year. "Resolved, that during 1935 we will, individually and collectively, strive to be more cheerful, more optimistic of our future and fairer in all our dealings with competitors, distributors and consumers."

The macaroni manufacturing industry has for many months faced a condition that is not of its own choosing and only partially of its own creation. However, it must be admitted candidly that some of the troubles that confront us, the very ones that are apparently retarding the restoration of profitable business operations were self inflicted, brought upon us by unwise action and undue selfishness. One of the grave errors from which the trade is suffering came when some in the industry arrived at the illogical conclusion that matters could not be worse and ignored all the rules of the business game, bringing additional harm to a trade that was already very much "down in the dumps."

To dissipate that feeling and to make each and every member of the trade conscious of his responsibility for the general welfare of the industry, the above resolution is suggested. If the operators of all progressive macaroni-noodle manufacturing plants should resolve to be more cheerful, that feeling will permeate the whole industry and fairer dealings will be generally and naturally fairer.

To prepare ourselves for such a resolution, to put ourselves in a more cheerful frame of mind, a brief review of the past year and the 1935 prospects appears opportune. Despite a rather dull business year, particularly dull when compared with the boom years but not so bad when measured with other depression years, the trade has a few experiences for which they can rightfully be thankful and prospects that should make them more cheerful. Among them can be mentioned a few that are outstanding.

Production in 1934 was not nearly as low as many had feared. Unfortunately a good portion of this production was

of a grade that fails to build consumer good will, but the close of the year finds a dwindling quantity of the inferior grades referred to.

Prices have been very unsatisfactory in many quarters, with practically every firm in the country unfavorably affected by the trend that was not entirely checked in the closing months of 1934. However, as the year ended there appeared quite a decided tendency toward a stiffening in the price level on the better grades, a welcome response to sensible reasoning and rational action.

Misbranding and mislabeling of products are not nearly so prevalent as was the case earlier in the year. Whether this was due to the active enforcement of the unfair practice provisions of the Macaroni Code, or to the determination on the part of government officials to protect Mr. Consumer, matters not. That violations of this nature are neither so flagrant nor as frequent is what interests the trade. Nearly all the cases reported and investigated in the closing weeks of 1934 involve small firms that have always felt that they were outside the pale of all laws or regulations, or else they concern old products that have been overlong on grocers' shelves or in jobbers' warehouses. The most flagrant violation of the mislabeling provisions is that practiced by some manufacturers of low grade products who seek to hide the truth from the consumers by printing or stamping the legend, "Below standard, but not illegal," on cartons and containers in type so small or so faint as to be barely discernible. But the watchfulness of the enforcing officials and of the government and the general warning broadcast to the consumer to look for such a legend on all low priced macaroni has had a very salutary effect even on the worst offenders.

With price wars practically spent, though not until some firms have been forced out of business by choosing the price course, with a sufficient quantity of good raw materials available for every need, with manufacturers more closely observing the trade practice provisions of the code and of the statutes, the prospects for 1935 are most promising. In the spirit of the suggested resolution let us face the New Year with more cheerfulness and, each doing his part, help the industry realize its hope for a better business year in 1935.



Manufacturers in Mid-Year Conference

Through the officers of the National Macaroni Manufacturers association a call has been issued to the entire industry for a timely conference to be held in Chicago on Jan. 17, 1935, to consider new problems and new developments that confront the trade and all business. A good representative attendance is expected since many firms will have representatives in that city that week attending the conventions of the Canner and the Grocer associations.

The Macaroni Code Authority has also called a meeting of its members and of the Regional Chairmen, who by the way are also the Directors of the National association. It will be held at the headquarters of the Code Authority on the following day, Jan. 18, 1935.

The official call to the midyear conference, addressed to every known macaroni-noodle manufacturer and allied

Problems confronting the macaroni-noodle industry to be considered in general meeting of the trade to be held January 17 in Chicago under auspices of the National Macaroni Manufacturers Association . . .

tradesman in the country is as follows:

January 3, 1935
To the Macaroni-Noodle Manufacturers of America:

In keeping with a plan found so practical in the past, a Mid-Year meeting of the Macaroni-Noodle Manufacturing Industry of America is herewith called for Thursday, January 17, 1935 in The Palmer House, Chicago, Illinois, starting at 10:00 a. m.

To this conference YOU and all who are interested and concerned in the welfare of the industry are invited.

In setting the time and place, officials of the National Macaroni Manufacturers Association

under whose auspices the Mid-Year Meeting will be held, gave due consideration to the fact that many manufacturers will be in Chicago that week attending the Canners' and the Grocers' Conventions and would be pleased to confer on matters more directly concerning MACARONI.

This meeting is of such import that it merits the attendance of representatives of every progressive firm. Conditions have developed and are developing that require the combined, thoughtful consideration of the best minds in the trade. A meeting of all Code Authorities has been called by NRA in Washington the week previous and it is expected to have an announcement of the new policies adopted by NRA as a result.

We are counting on your help and cooperation in taking the fullest, earliest advantage of whatever opportunities the new policies under the New Deal may present and await the pleasure of greeting your representative at the Palmer House, Chicago on January 17, 1935.

May 1935 be for all of us a Better Year!
Very truly yours,
M. J. Donna, Secy.-Treas.

MJD/D.
Approved: Louis S. Vagnino,
President N. M. M. A.

Plan of Price Control Courts Upheld

I have for many years contended that the cure for a large part of the price cutting that all lines of trade have been continually afflicted with, lies in the hands of the manufacturers or producers whose brands are cut. Every once in awhile a case crops up which shows that this contention is right, but manufacturers as a general thing have never adopted it because they feel it would not only be bothersome, but might also cost them some business.

The cure I refer to is simply for manufacturers to refuse to sell cutters as long as they cut. There has never been any doubt that they could legally do this. Admittedly it would not stop all the price cutting, but it would stop a lot of it—far more than any other possible plan, including the codes.

I have a case before me now which proves that this plan will work if properly operated. It has certain legal limitations, as I shall show, but within those limitations can be effective.

This was a case brought by the Chicago Flexible Shaft Co. against the Katz Drug Co. The Chicago Co. makes an appliance called "Mixmaster," a household electrical fixture that is sold by department stores, hardware stores, electrical stores and so on. The Chicago Co. in order to prevent its product from being cut devised a plan of controlling resale prices. I reproduce the description of the plan which the appeal court incorporated in its decision; it makes it quite clear:

"The plaintiff was a large manufacturer of a kitchen utensil called 'Mixmaster.' In handling its product and reaching the ultimate user, the plaintiff's trade policy and practice was this: Plaintiff sold to jobbers as it selected, but so long only as the jobbers adhered to plaintiff's plan, Mixmasters for \$10.50 each. The jobbers sold to such retailers as they selected, and so long only as such retailers adhered to plaintiff's plan, Mixmasters for \$12.60 each. The retailers sold Mixmasters to customers for \$21 each. If a retailer sold at less than \$21, he was dropped; and, if a jobber sold to a retailer who did not live up to the plan, the jobber was dropped. It will thus be seen there was no contract, or an equivalent of a contract, between maker, jobber and retailer to maintain prices. The jobber bought the Mixmasters; the title was in him, as it was later in the retailer, and, as purchasers, each had a lawful right to sell to whom he pleased, and at any price. But, by refusing to adhere to the plaintiff's trade policy, and selling at lower prices, he put himself in a position where the plaintiff was no longer willing to employ him in marketing its product. In substance, what the plaintiff

did was to outline a plan to market its product at fixed prices through agents of its own selection. It was selling its own 'Mixmasters.' It was no suppressing competition; it was not restraining commerce. This view of the situation is, in our judgment, in accord with the decision.

The Katz Co., the defendant, was a cut rate dealer, not sold by the Chicago Co. It got some Mixmasters from some unnamed source and cut the price. The Chicago Co. then applied for an injunction to make Katz stop its price cutting.

The lower court held that the plan was "a systematic infringement of the policy of the law against restraint of trade and of free competition" and refused to allow an injunction. On appeal the United States Circuit Court of Appeals reversed this part of the lower court's ruling, and held that the plan did not restrain trade or competition. There we have a definite ruling from a Federal Court next to the United States Supreme Court in rank that a manufacturer of a trademarked article may control the resale price of his product in the way adopted by the Chicago Co.

That is the sole point which I wished to bring out in this article. In order to make the story complete, however, I will say that the appeal court affirmed the lower court's refusal to grant an injunction. Right here is the legal limitation on this plan of price control which I referred to in the third paragraph. The court refused to grant an injunction against Katz for a reason that comes to this: "Katz did not buy those machines from you. He was not a party to your plan. He never agreed, either directly or indirectly to hold that price. He bought them outright from some apparently unfaithful jobber, but nevertheless owned them in his own right, without the string on them that would have been on them had he bought them direct or in the regular way. Therefore, although your selling plan is all right as to those who subscribe to it, you have no right to enjoin a dealer who gets the goods outside of the chain, from selling them in any way he likes."

By ELTON J. BUCKLEY, counsellor-at-law, Philadelphia, Pa.

"My son's got a job driving a truck in New York city."

"Wal, tell him to keep off Wall st., that's where all those crashes happen!"

Invent Rice Protective Process

A government clip sheet calls attention to the development of a process whereby ordinary rice grains are made more resistant and equal in cooking value to the best imported grades.

Rice grains that keep their shape in spite of cooking and sterilization are the result of studies carried on by two scientists of the United States Department of Agriculture. Food manufacturers have been importing from 1,000,000 to 2,000,000 lbs. of special rice each year because of this quality. The new process consists in simply soaking and parboiling the rough rice. This gelatinizes the starchy kernel, which when dried again is much more resistant to breaking in milling and holds its shape when used in rice dishes or in soups. An application has been made for a public service patent on the process which would make it free to any miller. With this treatment American grown rice promises to stand up as well as any other.

FOUR ANALYSES

Too many business men learn the value of advertising only through the experience of advertising their business for sale.

We'll be a great nation when we are a nation of individuals who prize having a good record as highly as we now value the breaking of records.

When a man goes into a thing in the spirit of taking a chance, that is about all he takes out.

When things look bad it usually is because of blurred soul vision.

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Association President Married

Louis S. Vagnino, popular President of the National Macaroni Manufacturers Association became a Benedict in December



The Tie That Binds

A message of great personal interest to practically every one connected with the macaroni-noodle manufacturing industry in America reached the headquarters of the National Macaroni Manufacturers association the middle of December. It read:

"Being married today. Leaving for Florida, Louis."

The short, pithy message announced to his many friends in the trade that an active leader in the trade, one who was looked upon as the industry's most eligible bachelor had finally succumbed to Cupid's darts. Here are the facts:

On Dec. 21, 1934, in a quiet ceremony, Louis S. Vagnino, popular president of the National Macaroni Manufacturers association, took as his bride, lovely and

gracious Miss Edna C. Eilerman of St. Louis, Mo. The ceremony was performed in the College Church, St. Louis, by Rev. S. T. Egan, S.J. Immediately after the ceremony the young couple left for Florida to spend the holidays and are now at home to their many friends at 5820 Cabanne av., St. Louis.

The groom is well and favorably known in macaroni-noodle manufacturing circles and among the grocery distributors of the country. Practically all his life has been spent in the trade, being the St. Louis manager of the American Beauty Macaroni company, owners of the Faust Macaroni company plant in that city, president of the National Macaroni Manufacturers association, and a member of the Macaroni Code Authority. He

is also a past president of the St. Louis Association of Manufacturers Representatives.

Mr. Vagnino received his early education in Denver, Col. He later attended the University of Colorado and after his graduation there entered Harvard Law and Graduate School of Business Administration, from which he graduated in 1923.

Mrs. Vagnino, a native St. Louisan, is a graduate of Washington University and also a graduate nurse. At the time of her marriage she was Supervisor of the Visiting Nurse's Association of St. Louis.

Mr. Vagnino's many friends in the trade, the officers and members of the National Macaroni Manufacturers association, the Macaroni Code Authority and the editorial staff of the MACARONI JOURNAL join in wishing him and his bride many years of wedded bliss.

Food Manufacturers Hopeful

New Year's statement by Paul S. Willis, President of the Associated Grocery Manufacturers of America, Inc., indicates confidence in trade's future.

Broadly speaking the food and grocery manufacturing industry has sound reason to contemplate 1935 with confidence.

This is so because (1) sales indications are good, due to increased public confidence and greater consumer buying; (2) its relationship with its customers, the wholesale, retail and chain grocery trade is excellent; and (3) its relationship with the government is constructive.

This is so notwithstanding the serious problems prospective in 1935. These include the problem of mounting business cost, due to higher material prices and higher wages; the problem of sales resistance to necessary price advances; the problem of increased government taxation, directly and indirectly; and the problem of greater government regulation. All of these problems require anxious consideration and due solution.

The record of this industry with respect to the New Deal is constructive. It is increasing expenditures for advertising, merchandising and plant and other equipment; it is extending sales efforts; it is building employment to the maximum; it is cooperating with the AAA in the large payment of processing taxes for the benefit of the farmer; and it is cooperating with the NRA in the code establishment of proper maximum wages and minimum hours for labor, in the elimination of child labor, and in the effectuation of rules of fair trade practice beneficial to the manufacturer, dealer and consumer alike. But the industry is concerned to simplify and standardize its code structure in order to insure a code operation upon the simplest and a uniform, economical and effective basis. And it is also concerned to get due code enforcement.

Secrets of Successful Trade Marking

Package Simplification Resumes its Forward March

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

For all macaroni folks, along with the other food specialists who live—by—packaging, there is pointed meaning in the news that the Federal forces for package simplification are again on the move. There has, to be sure, been no formal announcement to this effect from Washington. Even as there was no shout from the housetops two years ago when the machinery for package standardization was put in limbo. The tangible evidence is at hand, however, that the campaign for concentration on best selling sizes of containers has taken up where it left off.

It is only fair to say that the interruption of the effort under Uncle Sam's auspices to put packages (especially food packages) into uniform was not due to any loss of faith in the idea of varietal reduction and stabilization. The National Bureau of Standards shut down its division of simplified practice, or reduced its operations almost to the vanishing point, simply because it was caught in that governmental spasm of administrative economy which hit especially hard the Department of Commerce. Not yet indeed, is the resumption a case of "Full Speed Ahead." But at least there is an expanding reapplication of the old formula of gentlemen's agreement covering the standard package-steps for a given commodity line.

If readers of THE MACARONI JOURNAL do not see any immediate contact between this renewed undertaking and the macaroni line I must endeavor to hold their interest by pointing a few indirect implications. It goes without saying that if the ideal of package simplification ultimately makes a clean sweep in the food specialty field, all food lines will eventually be affected. But even if that 100 per cent compliance is a long way off there is an immediate element of interest in the relationship of this voluntary reform movement to the entire multiple program of Federal regulatory reform, with its final objective of revision and extension of the U. S. Food and Drugs Act. Coming to brass tacks for the sake of illustration, it may be cited that package simplification is an institution that may well rise to new importance if Congress grants the plea of the evangelists who seek to outlaw the "slack pack," the "short pack" and the "oversize pack"—this last the most subtle vehicle of price cutting.

The old policy of package simplification by consent of the governed operates in the new era as of yore. Uncle Sam in promotion of package economics

does no more than play the role of an interested but impartial peacemaker and assembler of the industrial clans. He waits always for the initiative from within a trade, doly incited perhaps, by his general missionary work. That opening given, the Federal treaty negotiators will seize the opportunity to expound the doctrine of package simplification. But even then acceptance of the idea is wholly optional with industry. The National Bureau of Standards provides the machinery for working out a compromise schedule of package sizes and capacities, and for revising such schedule when need arises. But there is no compulsion at the Washington end. Uncle Sam will drop any simplification project if it turns out that the venture cannot enlist the support of an overwhelming majority of the participants in that particular trade or industry.

Concert of action was not always readily attained in the old days. That things will be different henceforth—that for that matter trade forces are self starting the revived movement—is due in no small measure to the inspiration mentioned above; that is to say the handwriting on the wall in the form of impending adoption of Federal legal strictures upon abnormal, misleading and deceptive packaging. Realization is dawning among business men that they will have less to fear from a stiffened food statute, if they can beforehand make concerted adoption under Uncle Sam's supervision of standard package forms. That should mean insurance against the dreaded sweeping but inexact prohibitions upon containers liable to "mislead" the customer.

Granting that the resumed march of the package simplification procession may not reach the macaroni community for yet some time, we may as well see what trends of a general nature it will set in motion. One sequel surely will be a drift in unstandardized as well as standardized lines to what may be termed staple package units. If one food line after another concentrates on conventional units,—say pounds and half pounds—it will logically follow that even the undisciplined food groups will gravitate to these accepted quantity-steps. It is likely that the influence of this regimentation, though it may start with best seller sizes, will ultimately make itself felt in trial sizes, and the "combination" subdivisions that go to make up "Full Dinner" hookups and the like.

Another consequence forecast by the scouts is a gradual leveling of the pack-

age "sky line" as spread on grocery store shelves. Package standardization or simplification is bound to be a leveler of package statures. Admittedly not all packages of a given capacity will be of the same shape or dimensions. But in a general way the very necessity of conforming to limitations in certain respects will tend to restrain packagers from those flights to freak shapes which have in the past made the food package parade a mixture of the fat and the lean, the dwarfs and the giants.

Supposing that there is this curb upon package individuality expressed in odd sizes and irregular shapes of containers. Doesn't it follow that in the future there must be recourse to other means of conjuring "personality," or distinctive identity in the pattern-bound packages? Say "yes" and you lead straight to yet another deduction which the marketing sharps are hazarding, viz., the hunch that package simplification will bring in its train an era of sharpened showmanship in the dressing of packages.

The theorizing runs thus: If a packager for display cannot give rein to his imagination in the size and silhouette of his package he must turn to the only paraphernalia of parade that are left to him, i.e., expressions of color and typography. That impulse which means glorification of the mediums of identification, forthwith runs into another and related current of influence which is being set in motion by the self same slant to package simplification. The counter current consists in pressure for refocusing of trade marks and for a more intensive use of color in backgrounds, etc. Or at least for a more studied use of package color for the sake of emphasizing package individuality.

Oddly enough the trade mark reaction to package simplification takes a form which we may with some justification characterize as Trade Mark Simplification. In the sense that trade mark simplification would impute cuts or curtailments of brand insignia it is a preposterous suggestion. Because when any given trade mark has been registered at Washington it is not supposed to be changed or tampered with in any way. Indeed Federal umpires when computing the chances of trade mark conflict make it a rule to consider each trade mark in its entirety, or as a whole. So there cannot with safety be any such indulgence as cutting an established trade mark pattern to fit a new package cloth.

But for all the sacredness of the trade mark as an inviolate entity we have yet

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Actual size 11 1/2" x 16 1/2"

This display card means . . . INCREASED SALES for you!

—And here's why: it ties up your brand of spaghetti with Betty Crocker's January 30th broadcast telling her 3,000,000 followers how to make the delicious "Italian Dinner" pictured on the display piece.

When Betty Crocker, who today is recognized as the nation's foremost cooking authority, recommends the preparation of a food, millions of persons follow her advice. Therefore, when she again takes up the cause of the macaroni industry and presents on January 30 a broadcast featuring this tempting Italian dinner, overnight a demand for quality spaghetti will be created by her many loyal followers who will wish to make this delightful creation.

Whose spaghetti? Will these women buy your brand? They will IF:

1. Your spaghetti is made from first quality durum semolina—the kind Betty Crocker tells them is best—and if

2. You provide your retail outlets with effective displays featuring your product and tying up with Betty Crocker's talk.

Realizing the benefits derived from displays of quality macaroni and spaghetti, we have prepared a display similar to that shown above and have agreed to share half of its cost thereby delivering these displays to you for 8c each (actual cost 16c). Place your orders with George H. Johnson, Washburn Crosby Co., Inc., Chicago, Illinois, or your Gold Medal semolina sales representative. But act now. The longer these silent salesmen work for you the more spaghetti they'll sell.



Gold Medal Semolina

"Press-tested"

to record the fact that package simplification tends to bring about a realignment or replotting of trade mark display. On the one hand a contraction to a few standard sizes from a runaway repertoire of package variations helps the package designer by enabling him to reckon with only a few models instead of many. But on the other hand the gaps between the package sizes are wider, necessitating greater care in devising trade mark layouts and color plans adjustable or adaptable to the several package levels.

Out of the pulling and hauling of these fresh influences springing from package simplification is emerging what we may confidently hail as the trade mark heritage of this particular new deal. Trade mark accommodation there will be to the more rigid and more abruptly spaced specifications of package simplification. But it will be a reshuffling that will affect the spirit rather than the substance of the trade mark. What is coming to pass by push of package simplification might be described as a reaccenting of trade mark compositions. The experts have discovered that they may preserve a trade mark in its original form, adding nothing and omitting nothing, and yet may enhance the eye-catching quality by creating high spots of display. By a play of light and shade, by summoning the aid of environmental color or by other tricks in creating package "atmosphere," a strategist may put new or different punch in a trade mark without tampering with the original version of the mark as entered on the official rolls. This is what is coming to pass where package simplification is fixing inflexible boundaries for packagers. A packer may toe any chalk line that the simplifiers propose if he has caught the secret of focusing on the dominant features of his trade mark, magnifying or reducing the image as the package pattern demands.

Disclosure of Code Data Barred

Fears expressed by some business men that the data they are called upon to furnish to the executive authority setup by the codes would be available to the inspection of members of the industry's code authority who may be their competitors are being dispelled by recovery officials, says the N. Y. Journal of Commerce.

It is held that appropriate information must be filed with the executive authority upon demand but that such data is to be filed with the secretary and by him held in confidence without disclosure unless there be found a violation of the code, in which event the fact of such violation may be published to the entire industry at interest therein.

Assurances have been given that there is not considered to be any authorization vested in the code authority to grant the right of inspection of such data by members who are also members of the industry and actual or potential competitors of the member filing or giving the information required of him.

Peanuts by the Peck . . . Macaroni by the Ounce

In connection with the United States Bureau of Census preliminary report on its 1933 Census of Macaroni Manufacturers the macaroni-noodle manufacturers will read with interest another release by the Bureau of Home Economics, U. S. Department of Agriculture on the value and use of peanuts as food.

While the consumption of macaroni products has fallen as per the most conservative estimates to about 4 lbs. per capita, the "goober" enjoys a national per capita consumption of twice that amount. Both are excellent foods but every reader knows why macaroni is not more regularly served and just what should be done to make it a popular American dish. But knowing and doing are two different things entirely. When will the macaroni-noodle manufacturer realize his duty to his industry and determine to do his part in gaining for macaroni products their just and fair share of the American food dollar? (Editor).

Peanuts—By the Peck

A billion and 50 million pounds of peanuts—think of it, if you can! That is this year's crop in this country according to official estimates, and it is only a little less than the biggest crop ever. Much of it will be consumed by the people of the United States as peanut butter, salted peanuts, peanut candy and fresh roasted peanuts. Much more than usual will be made into oil for use in margarines, shortening, cooking fats and salad dressings. More than usual will go into feed for hogs and some of that will come back to us in peanut fed pork as hams, bacon, and lard.

Biggest of all markets for peanuts as human food are those for peanut butter, salted peanuts and peanut candy. Peanut stores and fruit stands sell fresh raw and roasted peanuts and the peanut vendor is still doing business. And what would the circus or the ball game be without peanuts?

Because of its frivolous associations, no doubt the peanut was not taken seriously for table use until recent years. The Civil war taught the armies of both north and south to eat the "goober pea." But many years went by before machinery was developed for harvesting and shelling peanuts for large scale use as human food. Then came the peanut thresher, the mechanical peanut picker, the crusher and sheller—also the cleaning factory and the oil mill. The peanut industry had arrived.

The peanut is a legume like peas and beans. But it has the peculiar habit of blooming above the ground and then burying its seedpods in the ground. Botanically speaking, the peanut is not a nut at all, but like the true nuts it is rich in fat. And like the legumes it is rich in protein. Moreover the quality of the peanut protein is superior and supple-

ments the protein of wheat to make a particularly nutritious combination. When the nutrition chemist looks at a peanut sandwich, then he sees something more than just a happy blend of flavors. He sees efficient protein that the body can use to build and repair its tissues. The peanut has other food values besides its fat and protein. It is a good source of phosphorus and a fair source of iron and it is rich in vitamin B.

Peanuts were brought to the United States from Brazil by way of Africa and the early slave ships. As a commercial crop they were grown first in Virginia and North Carolina, but soon took hold throughout the Cotton Belt where the boll weevil was destroying cotton crops. The Virginia varieties—Virginia Bunch, Virginia Runner and Virginia Jumbo—are the largest, and they are grown chiefly in southeastern Virginia, northeastern North Carolina and central Tennessee. The Spanish peanut, much smaller than the Virginia, and with a kernel more nearly round, is most widely grown in the rest of the south. It is more oily than the Virginia peanuts, and the best peanut butter is made of a mixture of the Spanish and Virginia types. The nuts are roasted, blanched to remove the skins, and the "heart" or germ is taken out to prevent the butter from becoming rancid too easily. The chosen varieties are automatically blended in the desired proportion, usually about half and half as they go into the grinder, and about 3% of salt is added as they go through the mill. That is the only ingredient other than the nuts themselves in peanut butter.

Food Industry Emerging From Depression

The food or grocery manufacturing industry in this country is deserving of special consideration, not only because it caters to the basic wants of our population but because of the stabilizing influence which it exerts upon our whole economy.

I had occasion recently to examine production indexes for all manufacturing and for the food manufacturing industry and I was particularly impressed by the fact that the fluctuations for the food industry over a period of more than twenty years were less extreme than were those of all manufacturers.

The food industry maintained a particularly good showing during the depression years both in 1921 and during the current depression being one of the first to show signs of improvement in 1933. This means that the food or grocery manufacturing industry is better able to maintain employment than is industry as a whole, bad as they have been.

N. H. Engle, assistant director, Bureau of Foreign and Domestic Commerce before a meeting of the American Grocery Manufacturers Association, Inc. in New York city

Beware of Trick Advertising Contracts

... contracts for publicity schemes should be read with minute care to avoid serious losses

Capitalizing present business conditions and the natural desire of business men to use every legitimate means to increase sales volume, several very clever individuals have seen the opportunity to extract some easy money by selling publicity contracts that have proved quite expensive to the purchasers.

The contracts sold by unscrupulous schemers are masterpieces of adroit phraseology, apparently offering the buyer a great deal for little money. As a matter of fact any business man who has purchased advertising space in publications and who stops to analyze the methods of unknown publicity agents, must realize that no one can do the things that are implied in these trick contracts.

It is the old story of "much-for-little" that has trapped so many buyers. It would appear that eventually business men would realize that the only ones to benefit from these schemes are the sellers of contracts, who take the money and give little in return. However, the schemers seem able to locate a new crop of prospects every so often, or else use a different form of contract with which to gyf former victims.

Quite recently the president of a large noodle manufacturing concern filed a complaint to the effect that he had signed a contract and paid \$300 to a salesman for which he had been promised a 2-page writeup in six leading trade publications, which was also to be furnished to the local newspapers. Several months later a writeup did appear in one of the smaller trade journals, but not in any other magazines or newspapers.

The manufacturer felt justified in asking for a refund because publication had not been made as the salesman had promised. However, when he asked for a refund he was advised to read the contract in which it was plainly specified that "the writeup will be submitted to the publications named." In other words, he paid the publicity agency a \$300 fee for preparing the writeup without receiving any guarantee that the article would be published. Nothing was promised except that the article would be written and submitted to certain publications.

If he had carefully read that contract instead of relying upon the salesman's ballyhoo he would have realized that the mere submission of a writeup to any publication is no good reason for assuming that it will be printed. In fact editors frown upon the assumption that their columns may be used for the sort of "puffs" prepared by this type of publicity agent.

When such contracts are offered it is well to remember that if advertising space can be used to advantage the best plan is to purchase such space from the publisher or an accredited advertising

agency, who will deliver exactly what is specified.

It is true that there are field editors and reporters who are constantly interviewing business men and seeking information for the news and editorial columns of their publications, but these men do not sell publicity contracts or ask to be paid by the interviewed for anything that may be written.

Another type of trick contract that uses advertising as a background and which has cost macaroni men many dollars is that utilized by certain promoters who claim to specialize in the sale of business opportunities. Operators of this type are very much in evidence at present, due to the desire of a large number of business men to sell their business and retire, or to engage in some other activity.

Promoters of this type are more interested in selling "service contracts" than in giving an efficient brokerage service. Usually they select a high-sounding title and employ a large field force of salesmen whose sole duty is to sell contracts; not to sell business properties. Many of the salesmen are dupes who are not aware of the full extent of the fraud that has been concocted by the promoters.

Prospective customers for these contracts are developed through the use of the classified columns in newspapers. The plan is subject to many variations, but the general principle behind these "service contracts" is the same. For instance you may read in the classified columns of your local newspaper an advertisement similar to this:

SELL your business now. Opportunities to dispose of going businesses are better than ever. We contact purchasers in every state. Write in confidence to—

In reply, to advertisements of this nature it is well to be cautious. While it is possible that the advertisement may be sponsored by one of the legitimate business brokerage concerns it is quite likely that the firm is nothing more than a "service contract" promoter. In the latter case your name will be forwarded to a salesman whose duty is to sell you his firm's service contract, which costs a flat sum and gives nothing in return.

The salesman will tell you that his firm contacts hundreds of buyers who are in the market for business opportunities; that among these there may be many who are interested in the business you wish to dispose of. In addition to this, you are assured that your business will be well advertised in metropolitan newspapers of large circulation, so that a sale may be taken for granted.

Of course you will be advised that his firm must necessarily maintain an expensive service department, that the files must be searched and innumerable letters and telegrams must be sent to prospective purchasers of your business. You will be asked to sign a service contract and pay a small advance fee to defray part of the expenses for the great serv-

ice that is being rendered. This service fee will be deducted from the agency's commission when the business has been sold.

Assuming that you have been convinced by the salesman that his firm really can find a buyer for your business, you will pay him the advance service fee named in the contract. This amount may be anywhere from \$50 to \$500, depending upon the size of the business and the effort required to sell the contract.

After the salesman is gone you may glance over the contract and then lay it aside. About a week later you will receive a copy of a Sunday newspaper and on turning to the classified columns you will note that one of the advertisements has been marked. Your business has been advertised. You wait for further returns but after receiving no further advice you get out that "service contract" and read it more carefully. Yes, the contract specifies that your business will be advertised. That part has been fulfilled. In fact that is the only real promise that has been made in the contract. In other words you have paid from \$50 to \$500 for the insertion of a classified advertisement that would have cost you about two dollars if you had sent it direct to the newspaper.

However, now that you are reading the contract more carefully you come across a joker in the form of a clause whereby you agree to pay the agency 5% commission on the selling price of the business if it is sold within one year. This clause does not state that the commission is due only if the agency finds the purchaser or negotiates the sale. No, indeed, if you or some other person finds the actual purchaser within one year, that 5% commission is due the agency for services given.

Agencies of this type do not seem to lack for prospects. One such "business broker," as he calls himself, subscribes to more than a hundred daily newspapers. From the classified columns of these papers are clipped the "Business Opportunities" columns which are forwarded to the territorial salesmen for establishing personal contact. The salesmen are employed on a commission basis, receiving one third or one half of the service fee paid by the signer of the contract.

WRONG TALK

With too many of us being about the doing of a thing takes the form of making a speech about doing it.

More of the world's work would get done if giving up involved saying, "I can't do it," instead of, "It can't be done."

THE TRUTH

The only pull that's worth anything—pulling with others.

Our outlook is mainly a matter of what we are on the lookout for.

The man who talks about how good he is will shortly be talking on that subject in the past tense.

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



Amber Milling Co.
Flour and Semolina

Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

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

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



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

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

Commander Milling Co.
Flour and Semolina

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

Decatur Box & Basket Company
Shooks and Wooden Boxes

Duluth-Superior Milling Co.
Flour and Semolina

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

Exact Weight Scale Co.
Scales

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina



National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

What's Advertised Is Best

Let your mind range over the products you think of as the best in their line in all the different types of goods that come to your mind. Have you thought of radios and the makes you regard as the best in that field; of hats and those you think of as the best hats; of dentifrices and the tooth pastes and powders that come to your mind as the outstandingly good products in that line? If you have, a check back probably will reveal that ninety per cent or possibly all of them are advertised products.

That of course is due to the fact that only the best products are advertised, because they are the only products it pays to advertise. But it isn't this fact we so much want to call your attention to. What we would like you to think about as a business executive is the much more important fact that your mind automatically classes advertised goods as the best, and therefore the best goods for you to buy, in their respective fields.

That would be a pretty good way to have people think about your products when they contemplate buying something in your line. Think of the sales advantage of automatically being thought of as the very best, or as one of the two or three best, when buyers think of buying what you have for sale!

There's a tremendous sales advantage

there. It's such a big selling advantage that the firms that avail themselves of it invariably become the leading firms in their field.

When buying that sales advantage for one's self calls for investing in advertising in national publications, a very considerable outlay of money is involved. But in the case of our publication, with a highly selective body of readers, that advantage can be bought at so small a cost that every manufacturer and distributor who has leadership ambitions should avail himself of the opportunity.

Certainly if it is the common habit of buyers to classify in their minds as best those products which they see advertised in the magazines and trade papers they read, it is imperative for you to win that classification through such advertising for your goods. Any item or line that is not thus advertised operates under a handicap no matter how meritorious it may be.

This matter of associated ideas is one for which every business executive should have a high regard. If people associate publication advertising with the idea of the best and most dependable products to buy, then it is important for you to associate with the other makers of the best by advertising in a publication such as ours, through which, consciously

or unconsciously, they form their opinions as to the products which are the best in the field to which we cater. It isn't enough to make the best or one of the best. What makes sales as you know from your own buying impulses is being classified in the minds of your public as the best or one of the best. Let us give you that service.

Grocery Activity Holding

Business in the grocery trades continues relatively active, despite the higher level of food prices in many primary markets.

The reason is the now familiar situation in which retail prices, and in many instances wholesale prices also have not yet caught up with the increase in replacement costs. Having learned that the public is unable to buy if prices are raised too high food merchants no longer attempt to mark prices up to replacement costs, it is said.

Consumers, on the other hand, realize that they are buying below current replacement values and that they will have to pay more when present inventories are used up. This helps to overcome their resistance to current price levels, it is held, even though a limited increase in prices has already occurred.

Mission Macaroni Honors Employees With New Year's Party

Rushing 1934 out before its time, Michele Pesce and Guido Merlino, popular proprietors of the Mission Macaroni Manufacturing company of Seattle, Wash., entertained their employees with a New Year's party on Dec. 29.

The spacious reception hall was beautifully decorated with holly wreaths, mistletoe, and silvered fir branches. At one corner of the room stood a large Christmas tree, sparkling with silver icicles, upon which was thrown a flood of colored lights.

The dinner table was decorated in the New Year motif and New Year favors were at each place. As the guests entered the only lights were the soft glow from the candles on the table and the scintillating lights of the Christmas tree, the gorgeous effect of the Aurora Borealis.

A delicious Italian dinner prepared by Mrs. Laura Merlino, assisted by Miss Josephine Pesce, was served to 40 guests. Miss Olivia Forte and Miss Anna Rossi waited on the tables.

In the entertainment that followed much talent was displayed among the guests, who during the day help the wheels of the Mission Macaroni Manufacturing company turn.

Louis Chichetti was a witty and capable toastmaster. Each employe re-

sponded with some phase of the daily factory work.

President Pesce gave a brief history of the company, how it started with only Mr. Merlino, Nick Forte and himself, and in the brief course of two years has taken its place among the leading macaroni manufacturers of the coast with 20 employes. Mr. Merlino, the secretary and treasurer, supplemented Mr. Pesce's talk with the hope that with the cooperation of its individual members, there could be 40 employes at the gathering of 1935.

Dancing was to music played by Mr. and Mrs. Christopher Forte on piano and violin. Mrs. Mary Costa entertained with accordion solos and piano numbers, Louis Chichetti, with banjo solos, Arthur Lee with saxophone and clarinet solos and Gordon Snow with vocal selections.

Scrip Provisions Stayed

Provisions of various retail codes which prohibit the acceptance of "scrip" in payment for goods have been stayed for thirty days, to and including Feb. 6, 1935 under an order announced by the NIRA. The codes affected are those for the retail trade, the retail jewelry trade and the retail food and grocery trade, together with "any other code or codes" in which similar provisions may exist.

The stay was ordered to permit time for study.

Food Prices Level; Wages Up

The food industry with more than 1,250,000 workers directly employed in the manufacture and distribution of the prime essentials of life showed sizable gains in operation for 1933 according to C. M. Chester, president of General Foods, who holds that it must ever stand to the credit of the food trades that they succeeded in holding down prices during the year while at the same time increasing the level of wages.

Index of employment in food manufacturing rose from 115.9 in October 1933 to 119.5 in October 1934, while employment in manufacturing industries at large dropped from 79.6 to an index figure of 78.6 in the same period. Wage payments were increased generally throughout the industry and farmers benefited markedly from higher prices received for foodstuffs. Government, also, will take a larger proportion of the food dollar in increase taxes.

Read These

How we humans love trouble! Look at the trouble bridges we cross before we get to them.

We're all so ready to be promoted, but so few of us are ready for promotion.

There's really only one good nerve tonic, and that is self-confidence.

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

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

They know Commander Superior Semolina is dependable.

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

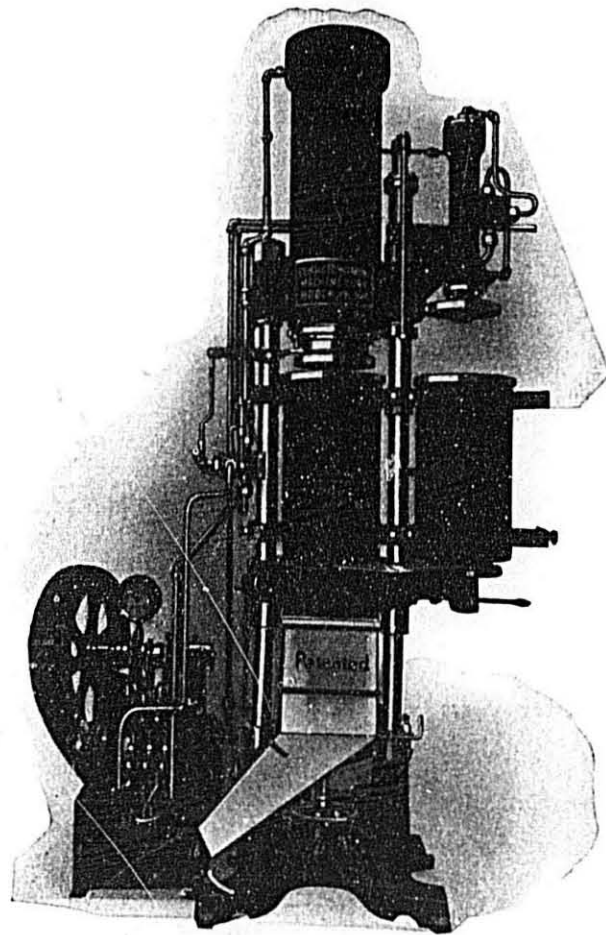


COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



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.

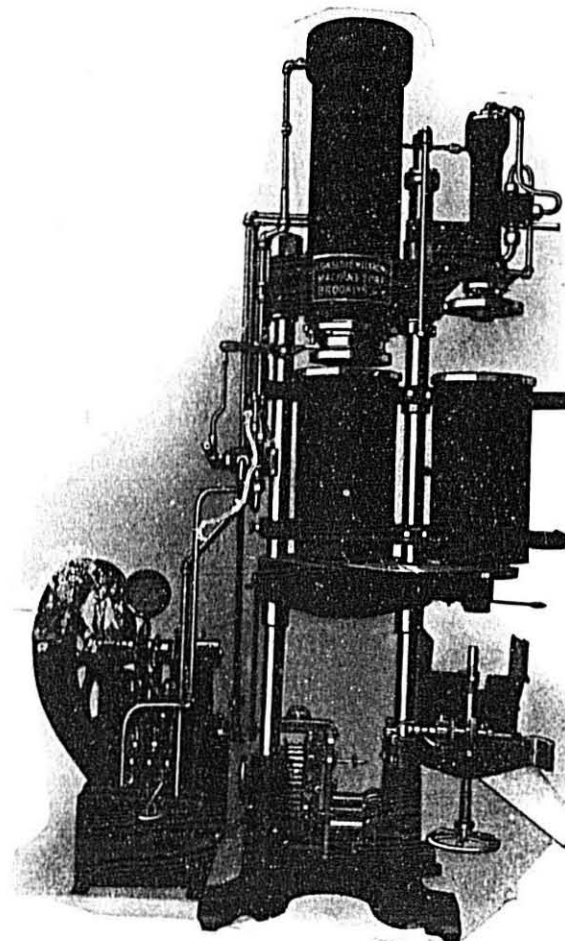
Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

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

Government Interested in Container Standardization

W. E. Braithwaite of the division of simplified practice of the Bureau of Standards of the U. S. Department of Commerce who addressed the convention of the National Macaroni Manufacturers association some years ago on the proposal to standardize containers for bulk macaroni products, has not lost his interest in the suggested standardization nor has the government bureau with which he is connected.

The amendment to the Macaroni Code empowering the Macaroni Code Authority to bring about standardization of packages for all kinds of macaroni products brought forth a very encouraging letter to the secretary of the National Macaroni Manufacturers association and a renewal of the government's pledged cooperation in bringing to a head any program of simplification which the industry may launch. Mr. Braithwaite's letter of Jan. 4 on the subject "Container Standardization" addressed to Secretary M. J. Donna is, in part, as follows:

"I was very much interested in the announcement which appeared in the JOURNAL for December 15th, to the effect that the amendments to the Code for the Macaroni Industry will promote standardization of containers.

"I notice also '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."

"You are to be congratulated upon the progress made and I hope the industry will avail itself of the services of our Division to bring the container standardization program to the attention of all concerned, for approval. Under our procedure the manufacturers of containers, the grocers, the weights and measures officials, the food and drug officials of the various states, and others interested, would also be given an opportunity to accept your container standardization pro-

gram. This procedure should result in widespread approval of the standards for macaroni packages."

Everybody's Nice

The ticket agent of the railroad station in my town is a grouch!

The ticket agent of the railroad station in my town is a very nice man!

Yes, the second paragraph contradicts the first. That is because the second paragraph represents an experience I had that contradicts the first statement.

For six years I have been purchasing railroad tickets from that agent, and for six years, because he didn't smile or as friendly, I assumed that he was mean and ordered my ticket in a manner that didn't give him a chance to prove himself otherwise.

But the other morning I stopped at the postoffice before getting a ticket for my trip to the city, and I received some good news. I was so happy about it that I forgot that the agent was an old grouch and called out a smiling "good morning," as I approached his window. And after six years I discovered that that agent is as nice a chap as any man I have ever met.

Finding people nice is entirely a matter of thinking them nice and approaching them as likable people or rather of approaching all people as nice people.

MACARONI vs. SPAGHETTI

Is there any difference in food value between Macaroni, Spaghetti or any other of the many varieties of plain Macaroni Products?

Macaroni manufacturers, the term applied to all makers of macaroni, spaghetti, vermicelli, short cut, etc. know that there can be very little or no difference in the food value of their products since they are all made from the same ingredients and oftentimes from the same batch of semolina, farina or flour and water. Hence they are somewhat at a loss to understand the contention of some food experts who claim that spaghetti may possess more or fewer valuable food elements than does macaroni.

Perhaps the best way to get acquainted with the comparative food values of

some of the leading foods and an accurate impression of nutritiveness of one's favorite dish is by considering them in comparison with other substantial foods. For this purpose, Atwater & Bryant's "Chemical Composition of American Food Materials" is recommended, though it is in that pamphlet that is found what macaroni men contend is the untrue statement that macaroni is somewhat better in caloric values than is spaghetti. The data has been published in the form of a bulletin by the United States Department of Agriculture, known as Bulletin No. 28, obtainable from the Superintendent of Documents, Government Printing Office, Washington, D. C. for 10c in coin. Among others it contains the following table of comparative food values:

	Water	Protein	Fat	Carbo- hydrate	Ash	Calorie per lb.
Beef (round steak).....	65.5%	20.3%	13.0%		1.1%	950
Potato (boiled).....	75.5%	2.5%	0.1%	20.9%	1.0%	440
Bread.....	35.6%	9.3%	1.2%	52.7%	1.2%	1205
Eggs (boiled).....	73.2%	13.2%	12.0%		0.8%	765
Milk.....	87.0%	3.3%	4.0%	5.0%	0.7%	325
Oatmeal (boiled).....	84.5%	2.8%	0.5%	11.5%	0.7%	285
Spaghetti.....	10.6%	12.1%	0.4%	76.3%	0.6%	1660
Macaroni.....	10.3%	13.4%	0.9%	74.1%	1.3%	1665



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

INCORPORATED

SALES OFFICE: STARKS BUILDING

LOUISVILLE, KENTUCKY



The
Golden
Touch

King Midas Semolina

A Uniform Dependable Semolina

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

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

KING MIDAS MILL CO.

Minneapolis, Minn.



Notes of the Industry

Rob Manufacturer Borrow His Car

Two young bandits robbed a macaroni manufacturer of his cash and watch, then borrowed his car to continue their depredations involving six holdups in Chicago Christmas week before fleeing in a hail of bullets from guns of police.

One of the first victims was James F. Canepa of the John B. Canepa company, 310 W. Grand st., Chicago. While driving in the near north side, with his wife Edith, Mr. Canepa's car was curbed by the daring robbers. They took cash totaling about \$100, a valuable watch and other personal belongings from the couple, then ordered them to abandon their car in which they drove off to continue their robberies. The Canepa car was found unharmed a few hours later.

Organize Rockford Firm

The Forest City Macaroni company that has long operated a plant at 1106 Scoville av., Cleveland, O. was incorporated last month under the Ohio corporation laws to manufacture and distribute macaroni products. The incorporators are Jean Marchese, Carl Marchese, Jr. and Ben P. Rabb.

Marchese Firm Incorporated

The C. Marchese Macaroni company that has long operated a plant at 1106 Scoville av., Cleveland, O. was incorporated last month under the Ohio corporation laws to manufacture and distribute macaroni products. The incorporators are Jean Marchese, Carl Marchese, Jr. and Ben P. Rabb.

Sheriff Runs Noodle Plant

The Home Noodle Manufacturing Company, Inc. now has as its efficient manager Albert E. Ellinger, who left the position of sheriff of his county on the last day of the old year. Before being

Code Authorities in Price Conference

Chairman G. G. Hoskins of the Macaroni Code Authority, Chicago, Ill. and Deputy Code Executive B. R. Jacobs of Washington, D. C. attended a general conference of the executives of all code authorities in Washington on Jan. 9, 1935. It was called by the NRA to consider the question of retention or elimination of the price provisions of codes of fair competition.

In advance of the conference W. A. Harriman, the administrative officer of NRA made it known that the conference would welcome all pertinent evi-

dence on any topic to the extent that the evidence and topic are definitely related to price control or price stabilization. It included, but without limitations, such subjects as the operation of fixed minimum prices, selling below cost provisions, markups, loss limitations, open price filing with or without waiting periods, discounts, basing points, price reporting, resale price maintenance, cost accounting formulae and systems, free deals, consignment selling and seconds. Executives were to be permitted to discuss production control, capacity limitations and machine hour limitations but only insofar as they related to price control or price stabilization.

Resubmits Pure Food Bill

One of the first and most important food bills submitted to the new Congress when it convened the first week in January was the Copeland pure food bill proposed by Senator Royal Copeland of New York. It contains sweeping modifications designed to meet objections raised against its passage at the last session of Congress. It is looked upon as the administration's pure food, drugs and cosmetics bill. It was referred to the Senate committee on commerce, of which Senator Copeland expects to become chairman. A review of the provisions of the proposed pure food law will be reserved awaiting amendments that are expected to be made to appease the various interests concerned in the measure.

New Plant in Buffalo

Harry E. Bruber, industrial manager of the Buffalo Chamber of Commerce has announced the organization of a macaroni manufacturing firm soon to open a new plant in Buffalo, N. Y. It will operate under the name of Great Lakes Macaroni corporation, of which Thomas Viviano is president and treasurer and Philip Balmeti is secretary.

The company has leased 15,000 square feet of space in the Larkin Terminal building at Seneca and Van Rensselaer sts. and is busy installing machinery and all necessary equipment, expecting to begin operations the latter part of January.

According to the announcement Buffalo was selected as the most logical lo-

cation for a new macaroni plant after the officials of the firm had made quite an extensive survey of opportunities for distribution, that city seemingly offering the best in that line. Machinery for the mechanical handling of the products from raw material to finished stage is being installed.

New Blue Eagle Not Needed

The NLRB announces that Blue Eagles for particular trades and industries marked "1934," as well as those originally issued under the President's reemployment agreement may be used in 1935.

Steal Half Ton Macaroni

Burglars who ransacked the plant of the El Paso Macaroni Co. in El Paso, Texas must have been hungry for they stole about a half ton of macaroni products. The thieves threw a stone through the plate glass window to gain entrance and then hauled away the loot in a truck. On discovery of the burglary police were called but no trace of the goods or the thieves has been reported to the proprietors at 1817 Bassett av.

LaMarca Jr. Married

Friends of Charles Anthony LaMarca, eldest son of President and Mrs. G. LaMarca of the Prince Macaroni company, Boston were surprised to get an announcement of his marriage on Jan. 10, 1935. His bride is the popular Catherine Mary Albani, daughter of Mrs. Antonio Albani of Boston, Mass. The wedding took place at 10 o'clock a. m. in Saint Ann's church, Dorchester, Mass. Following a wedding reception the young folks left for a short honeymoon through the southern states. Friends of Mr. LaMarca who has frequently attended meetings and conventions of the macaroni industry join in wishing him and his bride health and happiness.

January 15, 1935

THE MACARONI JOURNAL

19

CAPITAL QUALITY PRODUCTS



The high quality semolina furnished under these brands is not only apparent in the fine translucent character of the macaroni product made from same but is also noticeable in the eating quality of the cooked macaroni.



These brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat

CAPITAL FLOUR MILLS

OFFICES
Corn Exchange Building
MINNEAPOLIS, MINN.

INCORPORATED

MILLS
ST. PAUL, MINN.

FUSILLI ITALIANI

with or without hole

We offer at
ASTONISHING LOW PRICES!
INSUPERABLE ITALIAN FUSILLI DIES

Perfected to give you the utmost in satisfaction

Do Not Hesitate--Write for Particulars Today!

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, New York

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

WORLD WHEAT CROP SMALL

According to announcement by the Bureau of Agricultural Economics, Washington, D. C. the 1934 wheat crop so far as reported by all wheat producing countries except China and Russia, is the smallest since 1925. The production in 1934 was only 3,420,000,000 bu. compared with 3,722,000,000 produced in 1933 and the five-year average of 3,762,000,000 bu.

Wheat stocks in the United States on Dec. 1, 1934 were estimated at 485,000,000 bu., composed of about 190,000,000 of hard red winter, 115,000,000 of soft red winter, 102,000,000 of hard spring;

62,000,000 of white and 16,000,000 of durum.

The bureau says it now appears we are likely to import for milling and feed purposes about 10,000,000 bu. of durum and possibly 8,000,000 of hard red spring wheat. Larger prospective European import requirements are indicated with further confirmation of the practical elimination of Russia as an exporter this season.

All of which indicates a retention of the present high price levels on wheat with every prospect of a stiffening there-in prior to the harvesting of the 1935 crop.

Oppose Threatened Freight Rates

Representatives of the National Macaroni Manufacturers association joined the durum millers in opposing the proposed increase in freight rate on semolina and farina at a hearing in Washington, D. C. The hearing was in the form of an informal conference with Commissioner Meyer of the Interstate Commerce Commission on Jan. 11, 1935 for considering the proposal of Examiners Mackley and Hall of the commission that semolina and farina be placed

on a higher freight rate basis than flour.

The Millers National Federation also joined the National Macaroni Manufacturers association and other interests in opposition to the proposed raise, which is reported to be the outcome of determined activity on the part of a few cereal manufacturers whose farina products are classified as prepared foods, thereby taking a higher rate on their small containers than does either flour or semolina in bags or in bulk. It is undetermined just what disposition will be made by the I.C.C. on the petition to reclassify rate on semolina, which in

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.

the opinion of the durum millers and macaroni manufacturers is already too high and should be reduced, if anything.

The macaroni industry's representatives were G. G. Hoskins, past president of the National association and B. R. Jacobs, its Washington representative.

Macaroni Products in Foreign Exchange

The monthly report published by the Bureau of Foreign and Domestic Commerce shows a decided increase in importation and exportation of macaroni products during October 1934.

Imports

During October 1934 there was an increase in importation of macaroni products but a slight decrease in the total value when compared with the imports for September 1934. Imports for October were 116,960 lbs. valued at \$8,759 as compared with 96,474 lbs. worth \$8,787 to foreign manufacturers.

Imports in the first 10 months of 1934 were 1,121,014 lbs. worth \$93,288.

Exports

American manufacturers exported in October altogether 197,961 lbs. bringing to them a return of \$15,845. An increase is shown when compared with the figures for September or 90,749 lbs. worth \$7,900.

In first 10 months of 1934 there was exported a total of 1,611,595 lbs. bringing to American exporters \$131,610.

Below is listed the amounts shipped to foreign countries in October 1934:

COUNTRIES	POUNDS
United Kingdom	3,444
Canada	40,358
British Honduras	1,360
Costa Rica	653
Guatemala	584
Honduras	5,794
Nicaragua	3,013
Panama	25,097
Salvador	72
Mexico	11,885
Newfoundland & Labrador	5,036
Bermuda	908
Barbados	250
Jamaica	1,077
Trinidad & Tob.	130
Other Br. W. Indies	776
Cuba	29,991
Dominican	20,770
Netherland W. Indies	7,213
Haiti, Rep. of	5,015
Virgin Islands of U. S.	2,730
Ecuador	175
Surinam	100
Venezuela	462
British India	212
China	2,679
Netherland India	1,000
Hong Kong	300
Japan	1,015
Palestine	146
Philippine Islands	10,068
Siam	21
Other Asia	88
Australia	67
French Oceania	1,187
New Zealand	12
British E. Africa	500
Union of So. Africa	10,315
Mozambique	1,576
Hawaii	99,884
Puerto Rico	77,761
TOTAL	375,606

Noodles

By Mack SpagNoodle



What's the News?

Is there anything new about the way you are going to manage your business in 1935, about the services you will perform or the values you will offer? It takes something new and different to arouse people's interest.

Only the most exciting and alarming headlines in the newspapers attract attention. Only the most sensational events are noticed by the average newspaper reader—and it is the average reader you want to reach and interest with your advertising. Advertising ought to be news and it ought to be as newsy news as the latest divorce scandal, even if not as morbid or as salacious.

People are usually more interested in the things they are going to buy than in the things their neighbors are doing in defiance of the law.

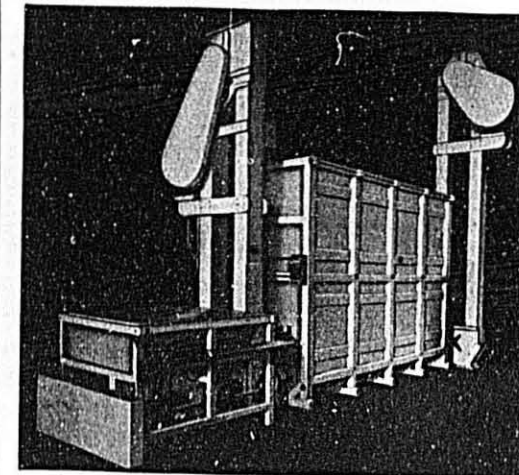
Don't you feel more interest today in the new pair of shoes you are getting than in the latest NRA development, or in the accusation that So-and-So is squandering the public's money, or Mrs. So-and-So is squandering her affections?

I don't mean to say your advertisements can be expected to cause a rush to the newsstands for the first copies of those publications in which they appear. But they can offer news about what new things you are doing in your field of business, what bettered service or products or values you are offering. And that news will be valued by readers.

A business that has no news to give out is a business where nothing is going on. The arrival of the New Year calls for news about your business. If you are not doing anything new or taking any steps in your business that have a news value you are slipping into the background in your industry. If you are doing something new and are not taking advantage of the fact to give the public newsy advertising, you are throwing away the best opportunity for profitable publicity.

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 _____

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In December 1934 the following were reported by the U. S. Patent Office:

PATENTS

Noodle Machine

A patent for a noodle machine was granted to Ralph Baccellieri, Philadelphia, Pa. Application was filed Oct. 25, 1933 and given serial number 1985275. The official description in the Dec. 25, 1934 issue of the Patent Office Gazette is as follows:

"In a noodle making machine, a frame, a pair of pressing rollers mounted to rotate in the frame, said frame embodying a hook defining a slot, a shearing unit comprising a pair of cheek plates, a pair of shafts journaled in the cheek plates, said shafts carrying rollers each comprising a plurality of disks, the width of the disks of one roller being equal to the interval between the disks of the coacting roller, said cheek plate and roller being properly proportioned to provide for the insertion of the shafts into the slot provided by the hook."

Macaroni Machine

A patent for a macaroni machine was granted to Francesco Mariani, New York, N. Y. Application was filed April 4, 1932 and given serial number 1985574. The official description given in the Dec. 25, 1934 issue of the Patent Office Gazette is as follows:

"The method of making macaroni, comprising dividing the multiplicity of continuous strands of macaroni, as delivered by a moulding press, into a plurality of bunches, continuously conveying said bunches at different levels and transversely spreading said bunches while thus conveyed, and cutting like lengths from said spread bunches in rotation."

Design for Macaroni

A patent for macaroni was granted to Guido Tanzi, Brooklyn, N. Y. assignor by mesne assignment to B. Filippone & Co., Inc., Passaic, N. J. Application was filed Nov. 17, 1933 and given serial number 94172. The official description given in the Dec. 25, 1934 issue of the Patent Office Gazette is as follows:

"The ornamental design for macaroni substantially as shown."

TRADE MARKS REGISTERED

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

Cavort

The trade mark of Columbia Macaroni Mfg. Co., Inc., New Orleans, La. was registered for use on alimentary pastes—namely, macaroni, spaghetti, noodles, and the like. Application was filed July 14, 1934, published by the Patent Office Oct. 2, 1934 and in the Nov. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since June 30, 1934. The trade name is written in outlined letters.

Justin

The trade mark of Columbia Macaroni Mfg. Co., Inc., New Orleans, La. was registered for use on alimentary pastes; namely, macaroni, spaghetti, noodles and the like. Application was filed July 14, 1934, published by the Patent Office Oct. 2, 1934 and in the Nov. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since June 30, 1934. The trade name is of large outlined type.

Magdalene

The trade mark of Columbia Macaroni Mfg. Co., Inc., New Orleans, La. was registered for use on alimentary pastes; namely, macaroni, spaghetti, noodles and the like. Application was filed July 14, 1934, published by the Patent

Office Oct. 9, 1934 and in the Nov. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since June 30, 1934. Trade name is in outlined lettering.

TRADE MARKS APPLIED FOR

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

Kaufman's

The private brand trade mark of Kaufman and Kaufman, Inc., New York, N. Y. for use on egg noodles. Application was filed May 24, 1934 and published Dec. 4, 1934. Owner claims use since July 22, 1932. The trade mark is in heavy black type.

Budget

The private brand trade mark of Joseph Tetley & Co., Inc., New York, N. Y. for use on noodles, spaghetti, macaroni and other groceries. Application was filed Dec. 7, 1933 and published Dec. 11, 1934. Owner claims use since Sept. 12, 1933. The trade name is written in large heavy type.

Peppy Boy

The private brand trade mark of Peppy Boy Noodle Co., Ellwood City, Pa. for use on noodles. Application was filed Oct. 2, 1934 and published Dec. 18, 1934. Owner claims use since Aug. 27, 1934. The trade mark consists of a picture of a boy underneath which is the trade name in black lettering.

LABEL

Lynden Brand Chick and Egg Noodles

The title was registered Dec. 18, 1934 by Washington Cooperative Egg & Poultry Ass'n, Seattle, Wash. for use on chicken and egg noodles. Application was published Aug. 24, 1934 and given registration number 44805.

Kentucky Firm Has Satisfactory Year

In an interview given a representative of the Louisville Herald-Post, President Joseph Viviano of the Kentucky Macaroni Co., Louisville, Ky. stated that his firm enjoyed one of the biggest gains in its history during 1934. Among other facts given out by the president of this firm were:

1—That the firm started business in 1928 and that despite the hard depression years of 1930-33 it had made wonderful progress, now ranking among the highest macaroni producing firms in the country.

2—That its employees, plant and office had increased over 100% in 1934, from a low of 135 at the beginning of the year to 243 on Dec. 31, 1934.

3—That \$28,000 worth of new machinery was installed in the year to care of increased demands and that the plant capacity is now in the process of enlargement by the addition of space at a cost of another \$20,000 which will bring its floor footage to 78,000 square feet.

Pearls of Wisdom

So often when we say we're looking for a solution—we're really only looking for an out.

The only thoughts that can haunt us are those to which we say, "Come in."

A Lost Opportunity

November 11 to 17 was, as most consumers learned through one of the many channels of publicity selected by its promoters, National Cheese Week. Unfortunately many macaroni manufacturers did not hear of the special week, and while they may have eaten a little more than their usual cheese allowance that particular week, they probably failed to take the fullest possible advantage of the opportunity presented, either by intent or by neglect.

Probably no such survey has ever been made but it would be interesting to know just what percentage of the annual cheese consumption is that used in serving macaroni, spaghetti and other forms of macaroni products in their most tasty and approved style. Had macaroni men joined as heartily in the Cheese Week promotion as they might be expected to for selfish and business reasons, there would have been no doubt that in their encouragement of greater consumption of macaroni products with cheese, they would have aided the cheese makers materially in attaining their objective—that of encouraging the increased consumption of cheese to the extent of one additional pound per person per year.

As producers of a food that blends so tastily and satisfactorily with cheese, especially those grades of cheese of a piquant flavor and of a hardness that permits of grating, for grated cheese is most adaptable for macaroni or spaghetti-cheese combinations, the trade, whether or not they have taken the advantage of the opportunity offered, join now in the hope that the cheesemakers of Wisconsin attained their objective.

Cheese gives to a dish of spaghetti a personality which Italians and all lovers of that food demand. "Sure" says Madeline Madelini, "we Italians, Americanized or old style, all think that our macaroni dishes should have what Americans call 'personality,' with plenty of spice—or 'kick'—to it. For the proper tang, kick, spice—'personality' we have found nothing better than good tasty cheese, properly aged and of grating hardness."

What a wonder boost for both macaroni products and cheese in this "personality" statement! Judicious use of opinions and views of people who know whereof they speak, make the objective of the advertiser more easily attainable. Since the cheese and the macaroni makers have something in common, coordinated advertising should be given the combined products at every opportunity.

HOW AND WHY

So few climb to the top because it involves starting at the bottom.

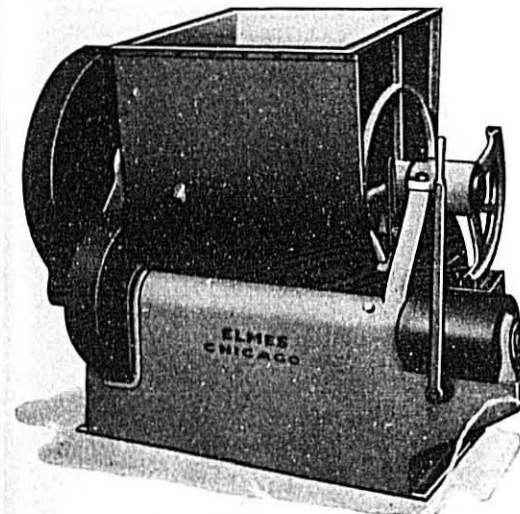
There is plenty of time only if time is regarded as something of which there is so little that it mustn't be wasted.

Getting on is nine tenths a matter of holding on.

Naturally the scales of success can't tilt favorably for the man who is everlastingly weighing pros and cons.

THE MODEL LINE

THE IMPROVED MIXER ALL SELF-CONTAINED



MODEL No. 3963

1 & 1½ Barrel Capacity Power Tilted Mixers
Built with V Belt Drive Direct from Motor
or with Tight and Loose Pulleys for Belt Drive
Cut Gears Are Used Throughout and
All Gears Are Inclosed
Main Driving Shaft Is Mounted on
Self-Oiling Ball Bearings
Shaft Bearings Are Lined with
Bronze Bushings

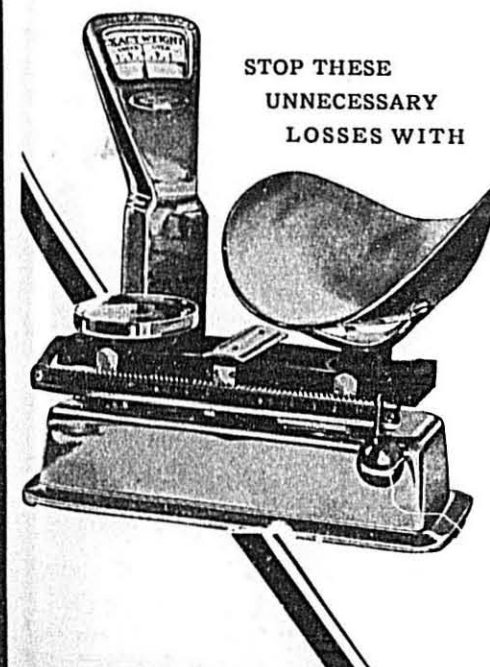
NEW MODELS OF
PRESSES & KNEADERS
TO MATCH

THE CHARLES F.
Telephone: Haymarket 0696

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ELMES
CHICAGO

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

Are Overweight Packages Draining the Profits from your Business?



STOP THESE
UNNECESSARY
LOSSES WITH

EXACT
WEIGHT
SCALES

THERE IS NO
SUBSTITUTE FOR
EXACT WEIGHT

Every time you over-fill a package a considerable part of the profit is drained from your business. Don't give away expensive merchandise! Use Exact Weight Scales and PREVENT overweight losses. The model shown here has been called the fastest and most accurate commercial scale in the world. May we show you . . . by actual test in your own plant . . . that this scale will save you money?

Your inquiry will bring prices
and literature . . . no obligation

The Exact Weight Scale Co.

1401 W. 5th Avenue

Columbus, Ohio

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903

A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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G. G. HOSKINS, Adviser
M. J. DONNA, Editor

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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 January 15, 1935 No. 9

NRA Accomplishments

Completing a year and a half of the two year span given NRA by the NIRA, New Year of 1935 finds the Recovery Administration working for the maximum efficiency of its widespread code structure, according to statement by the government.

Stocktaking indicates several definite accomplishments, including:

- 1. Elimination of child labor and curtailment of industrial homework.
- 2. Establishment of the principle of a limited work week and minimum rates of pay.
- 3. Decrease of industrial unemployment and augmented wage purchasing power.
- 4. Curtailment of the use of wage cutting in price competition.

Primary activities of the year which will be continued into the remaining six months period of the NIRA, consisted of studying the operation of all types of code provisions, defining policies on the more controversial issues involved in the code principle, and revision of NRA's own administrative structure for better supervision of and assistance to coded industry.

Greetings Acknowledged

Friendly seasonal greetings from friends of THE MACARONI JOURNAL and the National Macaroni Manufacturers' association were received by Secretary and Editor M. J. Donna from the following firms and allied tradesmen. This is the means taken to express appreciation.

- Firms—
Ravarino & Freschi, Inc.
A. Goodman & Sons, Inc.
Mrs. C. H. Smith Needle Co.
Gooch Food Products Co.
DeMartini Macaroni Co.
Kentucky Macaroni Co.
Crookston Milling Co.
Duluth-Superior Milling Co.
F. Maldari & Bros, Inc.
Consolidated Macaroni Machinery Corp.
- Individuals—
Mr. & Mrs. A. W. Quiggle
Mr. & Mrs. Lawrence Cuneo
Mr. & Mrs. Gaetano LaMarca
Mr. & Mrs. Leon G. Tujague
Mr. & Mrs. Henry D. Rossi
Mr. & Mrs. Jas. T. Williams
Mr. & Mrs. Frank A. Motta
Mr. & Mrs. Felix J. Rossi
Mr. & Mrs. A. Joseph Freschi
Mr. & Mrs. B. R. Jacobs
Joseph J. Cuneo
John Ravarino
G. Guerrisi
Frank S. Bonno
H. Constant
Edward Z. Vermylen
Henry Mueller
A. J. Fischer
C. P. Walton
James M. Hills
R. V. Thornton
Colburn S. Foulds
Martin Luther
Howard P. Mitchell
Alex G. Graif
J. E. Smith
J. Myron Honigman
Florence E. Snyder
H. K. Becker
Geo. B. Johnson.

The Macaroni Mystery?

How did "Macaroni" get its name? When did the world first start using "That Word Macaroni"?

People are always interested in food stories. The papers of the country are carrying a syndicated item on this subject by the Bell Syndicate, WNU Service that gives one of the popular versions of the origin of the word. While it may not be as authentic as the macaroni manufacturers themselves may decide, it has an interesting news appeal and is most plausible. Here it is with proper credit to its author:

How It Started

Macaroni may be a favorite dish of the Italian populace, but it is safe to assume that the most extreme macaroni fan would not think of this food of slender tubes, made from a flour paste as associated with something "blessed" or its name as another name for happiness. Yet that is how it started.

The Italian "macaroni" is derived from the Greek where it meant "blessed," "happiness," and later was applied to a funeral feast. It is inferred that this name was given it from the circumstances that the dish was eaten at such feasts in honor of the dead.

Incidentally, "macaroni" was used in the 18th century to describe a class of traveled young men affecting ways in the sense of "fop," a sense derived probably from the fact that macaroni was looked upon as a luxury. Also, during our Revolution a body of troops from Maryland who wore a sh.-wy uniform were so-called.

ATTAINMENT

We contemplate what we have attained at the cost of further attainment.

If it is gained at the expense of others, there's no gain.

Let's be frank, sparingly.

The opportunity to help others, knocks continually.

All drifting along is toward what we don't want.

FOR QUALITY SERVICE
GIVE US A TRIAL
Steady, Dependable Production of Uniform High Quality Products is the Most Important Quality to be looked for in a Die.
THE STAR MACARONI DIES MFG. CO.
57 Grand St. - - New York, N. Y.

Volete Una Pasta Perfetta E Squisita
Usate!
140 LBS
DURAMBER
No 1 SEMOLINA
AMBER Milling Company
1252 Chamber of Commerce
Minneapolis Minn.
Non V' E' Semola Migliore
Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

John J. Cavagnaro
Engineers and Machinists
Harrison, N. J. - - U. S. A.
Specialty of
Macaroni Machinery
Since 1881
Presses
Knenders
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

BUSINESS CARDS

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

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

Our Specialty
Dependable Macaroni Dies
Guaranteed Repair Work
Prompt and Satisfactory Service
We recommend
"LOMBARDI'S"
Quality Dies
for
Uniform Quality Macaroni
F. LOMBARDI
1022 N. Seventh St. St. Louis, Mo.

OUR PURPOSE:

EDUCATE
ELEVATE

—
ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

—
Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1934-1935

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The President's New Year's Message

Nineteen hundred and thirty five! Another year, a new year enters with the thoughts of all Macaroni Manufacturers focused upon economic conditions of our Industry. Will it be a better year than that which has just passed into history? No one knows, but "HAPPY NEW YEAR" is today a universal refrain, and it never expressed a more fervent wish than now. There is back of it, as always, an inspiring hope that is a little more sanguine than the hope expressed at this time last year, and has a firmer foundation and a somewhat clearer outlook.

A year ago we were still very much bewildered by the complexity of adverse circumstances. We hoped then because we dared not despair. Within the last 12 months the natural forces of recovery have manifested themselves with greater effect. The winding paths that seemed to lead nowhere have become somewhat straighter, more direct, leading somewhere. There is evidence of increasing confidence and of a more optimistic spirit in our industry. It looks as if the storm had passed, and while the clouds are still heavy and rains still falling it is becoming safe to venture at least a little way from the cyclone cellars in which our industry has sheltered itself.

But out of all this period of distress and discouragement we have emerged, every one of us, wiser, sturdier and kindlier human beings—and certainly far more efficient manufacturers than we would have been had we never passed through such an experience.

Among our New Year resolutions let us all pledge greater cooperation and loyalty to our Co-le Executive and his personnel who have labored unceasingly for the welfare of our industry. In their behalf, let the members of our industry keep in memory the sign which Oscar Wilde said he saw hanging over the piano in a Colorado saloon: "Don't shoot the pianist. He's doing his best."

It is the fervent hope of your President that with the New Year will come a greater understanding and a better feeling between the manufacturers of this industry. Towards this end all of the resources and every bit of the energy of your National Macaroni Manufacturers Association are ever at your service. The invaluable experience gained in its 31 years of active service in behalf of an industry fostered and sponsored by the National association will continue to be used in promoting your and its welfare, and to that end we dedicate ourselves, officers and members, in 1935.

L. S. VAGNINO.

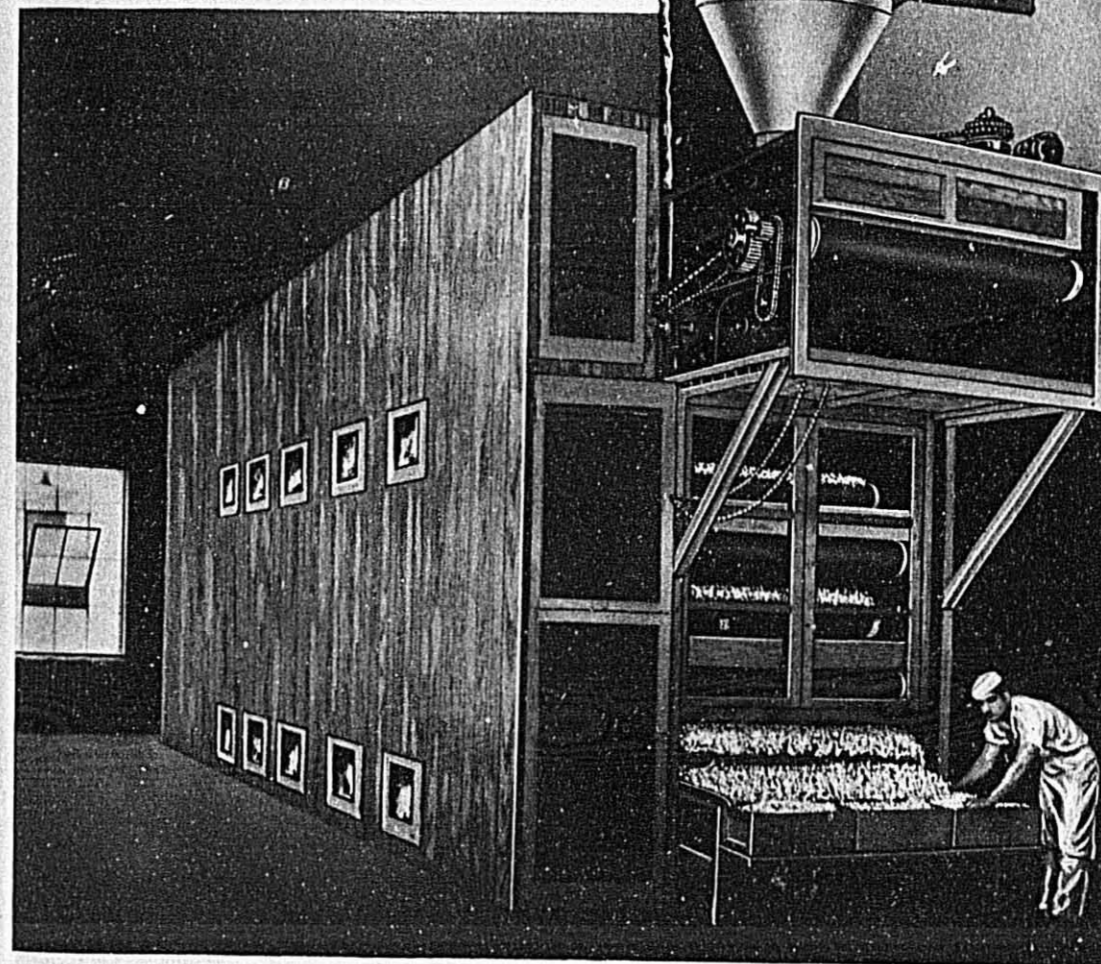


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