

**THE  
MACARONI  
JOURNAL**

**Volume XV  
Number 8**

**December 15,  
1933**

# The Macaroni Journal



Minneapolis, Minn.

December 15, 1933

Vol. XV No. 8



## Good Will To All

Though business is not now what we all would wish it to be, and—

Though we are discouraged by the unfair practices all too prevalent, and—

Though we are all disappointed over the irksome delay in getting our Code,

Though it may sound and appear illogical to do so,—

We do most sincerely wish every Macaroni and Noodle Manufacturer in the country, all our readers, advertisers and other friends and well wishers

**A Merry, Merry Christmas!**



A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

**Christmas Greeting**

To our friends in the Macaroni industry we extend our sincere wishes for a joyous holiday season and a happy, healthy and prosperous New Year.

**King Midas Semolina**  
KING MIDAS MILL CO. . . . MINNEAPOLIS



THE SANTA CLAUS WE'RE ALL LOOKING FOR

*Given the Code of Fair Competition for which the Macaroni Industry has been pleading for many months and for which there is a greater need now than ever before, the patient and anxious Macaroni and Noodle Manufacturers in unison will sing this Christmas a joyful song entitled---"Yes, There Must Be a Santa Claus"*





QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XV

DECEMBER 15, 1933

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## STILL HOPING

Last spring a new administration took charge of the affairs of the nation and its leader promised business a new deal whereby it would be freed from many or all of the destructive, profitless practices that were seriously retarding general recovery.

When President Roosevelt in his famous radio message to the American people invited the macaroni and noodle manufacturing industry and all business to "enter into a business partnership with the United States Government" for the purpose of "promoting the organization of industry for cooperative action among trade groups with the objective of eliminating unfair competitive practices," this industry readily and hopefully joined in the new departure.

On being told that the administration would deal directly through trade associations that were truly representative of the trade or craft, the National Macaroni Manufacturers Association, eager to enter into the proposed partnership, strove satisfactorily to bring under its wings all the progressive manufacturers in the industry and obtained from others a pledge of cooperation that made the trade association fully and truly representative of the macaroni trade.

In anticipation of the promised partnership the membership of the National was more than quadrupled in two months, so that when the administration's program was ready it was in a favorable position to obtain for its members and non-members the government's help in purging the trade of all its unfair practices, a sort of self rule under supervised control.

While others hesitated and questioned, the macaroni industry went determinedly to work to "set its house in order." The industry had successfully supervised a drive "to promote cooperative action" as suggested by President Roosevelt, by grouping together over two hundred of the leading manufacturers. Individually and collectively they had responded to the nation's call "to help reduce and relieve unemployment" and "to improve standards of labor" as well as the quality of the food offered consumers. Hours were shortened; wages were increased and more employes enrolled.

All of this served to make the macaroni maker more and more code-conscious so that shortly after the annual conference of the Industry last June there was presented to the code authorities a macaroni code containing every feature requested by the several bureau heads. It became the second food code submitted and still retains that position in the race for approval.

Our representatives were congratulated time and time again on their readiness and willingness to cooperate in the government's recovery program and were told that the macaroni code would become a model for other food codes. That made the code sponsors hopeful, but unfortunately for all concerned hope has been somewhat blasted by delays, evasions, changes and deliberate stalling that confronted every attempt to get the code ready for the President to sign on the dotted line.

It is nearly seven months since the macaroni code was first submitted as requested. It has been changed seventeen or more times, always at the suggestion of some adviser of some bureau, division or commission. As a result, the macaroni industry remains code-less, though the Macaroni Code as agreed upon by the industry and representatives of the government has gone through its formal hearing nearly ten weeks ago. The dallying and dawdling blasted much of the remaining hope with the result that never before in the history of the macaroni industry has there been such a letdown in quality, unfair price cutting and other ruinous practices. As prices went lower the quality became poorer, and a flickering went what little hope remains for recovery under a promised code that seems so far from realization.

A macaroni code is needed now more than ever. It will have to be one with good sharp teeth to relieve the industry of conditions resulting from delays, conditions that have become discouragingly worse as delay followed delay in the enactment of the proffered partnership. But there is still hope, because only with the promised help under a suitable code can the macaroni industry be rescued from its own failings.



# New Year Resolutions That Sell

By FRED E. KUNKEL

With the rising sun of the new born year the time is ripe for broadcasting your standards of service, for unfurling the battle flag of business building for the new year, for sounding the keynote of your future business progress, and for mapping the goal of ultimate achievement.

Why let opportunity unfold its hands and chance knock at the door of your customers and prospects in the shape of a more aggressive competitor, who realizes the need for some such plan, without taking the initiative yourself in the rapidly traveling events of Time? Why not actively drive home to your sales staff a smashing sales message for the New Year, which shall linger long in their hearts and leave a lasting impression on their minds?

That is the sentiment at any rate, which actuated one food distributor last year to profit by the spirit of the occasion when a neat typewritten message was released to every customer and to every employe on the payroll, as follows:

## WE DEDICATE THE NEW YEAR TO SERVICE

Business is sensitive. It goes where it is invited, and stays where it is well treated.

Last year we tried to prove that we could provide the type of merchandise and service which was appreciated by our regular customers and many newcomers who came to us for the first time.

But if our service last year was good, this year it is going to be still better. This business is never satisfied with good enough when it can still give something better.

Service may mean the way our salesmen or deliverymen greet the customer, or it may mean the promptness with which they serve and oblige, the attention they give the customer's every want, the courtesy with which they comply with the customer's every wish.

Service may mean the finding of something here which cannot be found elsewhere. It may involve the many little business courtesies due the customer as a valued patron, such as "Yes, sir," "Yes, ma'am," and "I Thank You," for which this business is famous, and in which we take a just pride.

Service may mean the spirit with which we answer the telephone, or the promptness with which we respond to a request from a customer, the intelligence with which we answer questions, or the smile with which we greet them, or the cheerfulness with which we confer a favor. It may mean sterling reliability. Service, in fact, may mean many things—

But to us, service must mean everything. We want to thank you most heartily for your sincere cooperation last year, and wish you great happiness, prosperity and success this year.

This epochal message was of course followed by the firm's signature, and the proclamation was also suitably festooned with the trimmings of the season in holly and evergreen, printed in red and green type for decorative effect.

Such a live wire message will not only cause your salesfolks to sit up and take notice but it can also be used as a suitable set of "New Year Resolutions" for every one concerned, something which every man and woman can take to heart,

and by hewing close to line make the new blown year a howling success.

Such a message may of course, also be broadcast on a telegram blank or a personal letter run off on the typewriter. It may be engraved or lithographed. Whatever its nature, a stunt like this is bound to help business get off to a good start in the month of January, and to pep up your sales and office force and employes generally.

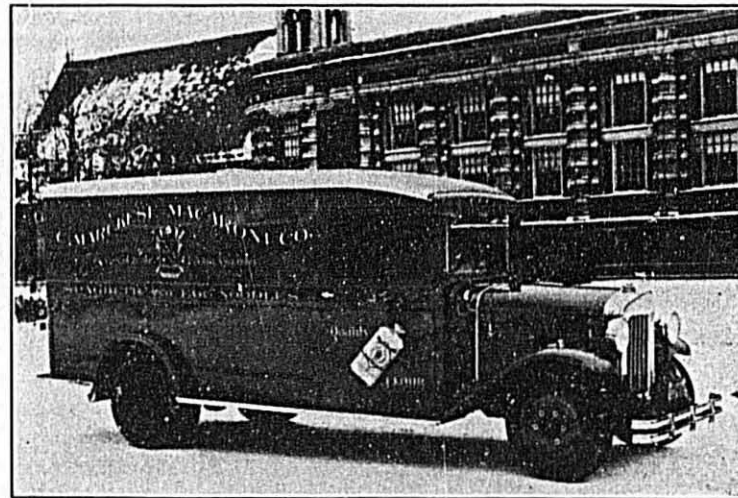
Another shorter message to employes only may also be used, such as:

### TO YOU!

Who have helped to make possible a good business year in spite of conditions, we extend our most grateful thanks and appreciation. We hope to have your continued and increased cooperation and support this year.

Our constant endeavor should be, as in the past, to always please the customer, remembering that the customer comes first, last and

## Classy Macaroni Truck



Spaghetti and egg noodles by truck to any reasonable distance daily. That is what the C. Marckese Macaroni company of Cleveland, O. offers in the way of service to its many customers, jobbers and retailers. After viewing the picture of the beautiful sturdy truck shown in the accompanying cut no one will question the firm's ability to serve buyers far and near.

It is a new truck and one of the best used in transporting macaroni products with chassis and body built especially for the transportation of this bulky though not heavy product. It is painted a brilliant artillery red with lettering in gold and is complete in all the appointments in keeping with the beautiful outline of the truck. It will serve as a constant ad-

vertiser of the firm's quality products on every highway and byway over which the truck travels on its busy schedule.

Credit for "spotting" this very beautiful truck must be given to Thomas L. Brown, manager of the Durum Department of Commander Milling company who obtained for the magazine a photograph which is an interesting addition to the fleet of macaroni trucks that are becoming more and more common on the highways of the country. The Marckese company is to be congratulated on its selection of a truck that combines beauty and utility on a par with the quality products it produces.

Success is impossible if you are careless and invite injury.

always, and that without repeat customers and new customers recommended by old customers, we could not thrive and prosper.

And we want you at all times to tell us anything that does not strike you as right! That's the way to grow—and we all want to grow.

So we are going to dedicate this year to the spirit of service more than ever before, and we are going to try mighty hard to live up to our contract. We know you will be with us 100% on this, and we're counting on you!

We wish you much success, happiness and prosperity for this year! Your reward will be in proportion to your merit.

Keeping the employes and salesfolks sold to the business in this way, and by inspiring them with every confidence with a little pepping up now and then, will enable you to do big things in a sales way. Yes, the salesfolks need to be encouraged and inspired now and then, and the advent of a new year is a good time to put this idea across the footlights.

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## Thanksgiving Day Message and Appeal

On the eve of Thanksgiving, V. Giatti of The DeMartini Macaroni company, Brooklyn, and Director of the National Macaroni Manufacturers association addressed a message of good wishes to President F. D. Roosevelt at the Little White House, Warm Springs, Ga. As chairman of the Labor Committee of the National association he emphasized the readiness with which the macaroni men everywhere had put into effect the President's wishes respecting higher wages, shorter hours and wider distribution of work. His message was favorably received and turned over to Assistant Deputy Walter White of the National Recovery Administration for reply. The telegram and reply were as follows:

Brooklyn, N. Y., Dec. 5, 1933.

Hon. F. D. Roosevelt,  
President U. S. A.  
Warm Springs, Ga.

THE MACARONI MANUFACTURERS OF THIS METROPOLITAN DISTRICT ARE DOING THEIR PART SINCE AUGUST 17 WHEN THEY UNANIMOUSLY SIGNED YOUR CODE. TODAY THEY ARE HARD PRESSED BY THE ACTION OF A FEW "CHISELERS" FROM OTHER DISTRICTS WHO ARE DUMPING THEIR SURPLUS HERE. THE MANUFACTURERS OF THIS DISTRICT TOGETHER WITH THEIR 3,000 EMPLOYEES RESPECTFULLY BEG YOUR HELP IN THEIR PLIGHT BY SIGNING THE INDUSTRY'S CODE SUBMITTED TO THE AAA IN AUGUST AND DISCUSSED AT THE PUBLIC HEARING IN WASHINGTON ON OCTOBER 5. MR. PRESIDENT WE ALL WISH YOU A HAPPY THANKSGIVING.

V. Giatti, Chairman Labor Committee  
National Macaroni Manufacturers Association.

### Reply

NATIONAL RECOVERY ADMINISTRATION  
Washington, D. C., Dec. 5, 1933

Mr. V. Giatti, Chairman  
Labor Committee, N. M. M. A.  
Brooklyn, N. Y.

Dear Mr. Giatti:  
The White House has asked me to acknowledge your telegram of Nov. 28, 1933 addressed to President Roosevelt, Warm Springs, Georgia, with reference to the signing of the Macaroni Code.

This matter is receiving the active attention of both the Agricultural Adjustment Administration and this Administration in an effort to bring the document into proper form for the President's approval. Your representative, Mr. Hoskins, has been untiring in his efforts to expedite the progress of this code, and is at this moment, to my personal knowledge, receiving the sincere cooperation of the proper officials in both Administrations.

I have every reason to believe that formal signing of this Code will take place in the very near future, and can assure you that we are just as anxious as you to see the Macaroni Code in effect.

Very truly yours  
Walter White  
Assistant Deputy Administrator

## Durum Growers' Debt To Macaroni Manufacturers

The Journal, one of the Peoria, Ill. leading newspapers published last month an interesting editorial on the macaroni manufacturers' part in the development of durum wheat as the industry's chief source of good semolina for macaroni making. Though the article gives major credit to the Foulds Milling company, Libertyville, Ill. for its part in the promotional work, most of the leading manufacturers of the period referred to aided also in the development, individually and through their trade association. The fact remains that the growing of domestic durum wheat proved a great boon to macaroni making in the United States and there is glory enough for all, even in the inspired article referred to. It reads in part, as follows:

In the great northwest spring breezes ripple acres of special golden wheat. Durum is its name—because this flavorful grain has a particular hardness all its own.

It was not ever thus, this plentiful domestic supply of real durum. For, not so many years ago durum grew in Southern Russia. And today it might very well not be raised so successfully in the Dakotas, Montana and Minnesota, if it had not been for The Foulds Milling company.

When, after careful study durum proved to be the perfect macaroni wheat, Foulds began making its products 100% of pure durum semolina. (Semolina is the name of the processed grain. It is the Italian word for cream of wheat.)

Because durum was then mainly an imported commodity, the immediate problem was to encourage adequate domestic growth of the grain. And "adequate" meant not only sufficient quantity but proper quality.

Where there's a will there's a way. For several years the company offered a beautiful loving cup to the farmer who raised the best crop of durum wheat.

Available also to farmers was a fund of information on the proper and profitable raising of durum. As a result, more and more of the golden grain began to grow on domestic farms.

Next attention was turned to the mills which processed the grain into durum semolina. Constant experimentation and research has gone on in Foulds' laboratories in developing, from the manufacturer's standpoint, the particular qualities which go to make an ideal semolina for high quality macaroni. As a result, some of the country's largest mills are making their semolina output conform to a grade that was determined in this research and originally specified.

It can be positively stated, that better macaroni is being made in the United States today, by mills which place quality first, than has ever been made before.

## Date Industry Gets First Food Code

A code of fair competition for the imported date-packing industry was signed by President Roosevelt Nov. 11. This is the first code approved under the President's order delegating supervision of the codes affecting agricultural and food products to the Secretary of Agriculture and the AAA.

Besides incorporating many of the fair trade practices enumerated in the model code recently published the date packing code provides for open price competition and prohibits destructive price cutting. Each date packer is required to file a schedule of his prices with the date industries committee charged with administration of the code, and to give notification of any changes in his prices.

The provision against destructive price cutting reads: "No processor shall engage in destructive price cutting. In the opinion of the committee any price list indicates destructive price cutting which would prevent in this industry of factuation of the declared policy of the act, the committee shall so notify the processor whose price list is under investigation. If after due notice and hearing, in such manner as the committee may prescribe, the committee shall find that any such processor has engaged in destructive price cutting, it shall so notify the secretary."

Labor provisions, which under the President's order were placed under the NRA, limit the maximum working week to 40 hours and wages to a minimum of 40c an hour for men and 30c for women. During September, October, November and December, a 44-hour week is allowed, provided time and a third is paid for any excess over a 40-hour week or an 8-hour day.

The date packing industry handles approximately 65% of all the dates imported. The industry has an invested capital of \$8,000,000.

"That bird uses his head," said the sparrow of the woodpecker.

# Export Demand for American Durum Dull Despite Short Foreign Supplies

Export inquiry for American durum wheat continues dull despite the smaller supplies of durum in competing areas, according to the Grain Market News Service of the United States Bureau of Agricultural Economics. Maintenance of drastic trade and milling regulations and the intensive efforts of important deficit areas to become self-sufficing in production of bread grains is restricting international trade in durum wheat as well as in bread wheats.

Durum crops in North Africa and Italy this season total around 102,514,000 bu. as against 112,299,000 bu. in 1932. The North African harvest was seriously injured by hot, dry winds and the output in each of the important producing countries was sharply lowered. The combined output in Morocco, Algeria and Tunis is now placed at 43,725,000 bu. as against 52,407,000 bu. last year. France, which usually absorbs the surplus of North African durum has extended her fixed price regulations to include Algeria and Tunis. There is no fixed price for Moroccan wheat but under the terms of a recent decree it is forbidden to sell Moroccan wheat c.i.f. French ports below the minimum price for French wheat and this affords Moroccan wheat a slight advantage over Algerian and Tunisian offerings. Moroccan durum however is not largely used in manufacture of semolina and durum products for exports and competition with other North African wheats or with that of other foreign countries is not keen.

These fixed prices for Algeria and Tunis are applicable to wheat of sound, merchantable quality containing not more than 3% of foreign matter and having a test weight of 60½ lbs. per Winchester bushel in buyers' sacks, at shipping points or in local cooperative warehouses or elevators. The price of these wheats on the Marseille market, therefore would be the fixed price plus all handling charges.

Prices of Algerian and Tunisian wheat at Marseille on Oct. 6 were more than double those at the corresponding date a year ago being quoted at \$2.12¾ per bu. as against \$1.04½ last year. Offerings of American durum at Marseille on Oct. 6 were quoted at 78½¢ as against 60¢ last year, both subject to a duty of 86¢. As a result of the relatively high prices of North African wheats the demand at Marseille has slackened materially and has directed interest more to the relatively cheaper American wheat. With the termination of the regulation suspending milling in bond at Marseille, millers may incorporate a larger proportion of foreign wheat in their milling for the export trade.

The Italian durum crop is placed at 58,789,000 bu. compared with 58,892,000 bu. a year ago. According to trade re-

ports Italian consumption of wheat and wheat products 1932-33 was from 20 to 25% below normal. An abundant supply of secondary foodstuffs, especially potatoes was reported largely responsible for restricting utilization of wheat for food. Supplies of these secondary foodstuffs for the current year are less plentiful than those of a year ago and this may result in a more nearly normal demand for wheat and wheat products. The quality of Italian durum crop is reported to be somewhat below that of last season although calculations of the semolina yields are about the same.

A law effective July 22, 1933 places the Italian macaroni trade under strict regulations and requires that all alimentary pastes sold in Italy shall be labeled according to raw materials used in their production. Macaroni made from semolina under the new regulations alone may be labeled as semolina macaroni while that made from other flours and low grades must be labeled common or ordinary macaroni. Likewise egg noodles must contain a fixed amount of eggs to each kilogram of semolina, practically the same as the United States regulations. The admixture of rice in alimentary pastes in substitution for durum is prohibited. The present Italian consumption of alimentary pastes is around 1,543,220,000 lbs. of which 1,102,300,000 lbs. represents best quality paste and 440,920,000 lbs. lower quality. This indicates a decided preference for the higher grade

products. The semolina used for producing the 1,102,300,000 lbs. of better grade pastes has an extraction percentage of 38 to 45%. Taking an average extraction ratio of 41.5 the durum milling requirements would be around 42,990,000 bu. of wheat. The milling requirement for the lower grade pastes would be only around 7,349,000 bu. of durum wheat with the addition of about 3,674,000 bu. of bread wheat. The total Italian requirements of durum wheat for domestic consumption, therefore appear to be around 50,338,000 bu. as compared with an output this season of 58,789,000 bu. Allowing for seed requirements and consumption in the form of bread in the southern provinces the Italian crop appears about sufficient for local needs. Commercial agreement between Italy and Hungary and also between Italy and Russia may facilitate Italian imports of wheat from these countries. Russian durum has been quoted in Italian markets at prices slightly above other foreign offerings. Recent quotations on Russian durum subject to the duty of \$1.07 were around 78¢ for September shipment compared with Canadian durum also subject to the duty at 75¢ while native Italian durum was quoted f.o.r. at from \$2.11 to \$2.20 per bushel. On Oct. 6 Italian durum was quoted at Naples at \$2.32 per bu. as against \$1.77¼ a year ago. Offerings of American durum at Naples on this date were quoted at 78½¢ as against 59½¢ last year.

## Separate Codes for Food Manufacturers and Dealers

Separate codes of fair competition for the manufacturers of food and grocery products and for wholesalers and retailers of these products are being prepared, and probably will be substituted for the master food code on which a 4-day public hearing was recently concluded, it was announced last month by the AAA. From the very beginning the macaroni industry has insisted on a separate and distinct code.

It is expected that no further public hearings will be necessary before the codes are finally approved.

While the codes will operate to cover all manufacturing and all distribution of food and grocery products, separate groups will be given opportunity to adopt codes of their own, where the conditions in their industries differ materially from those in the food manufacturing and distribution industries as a whole. At the

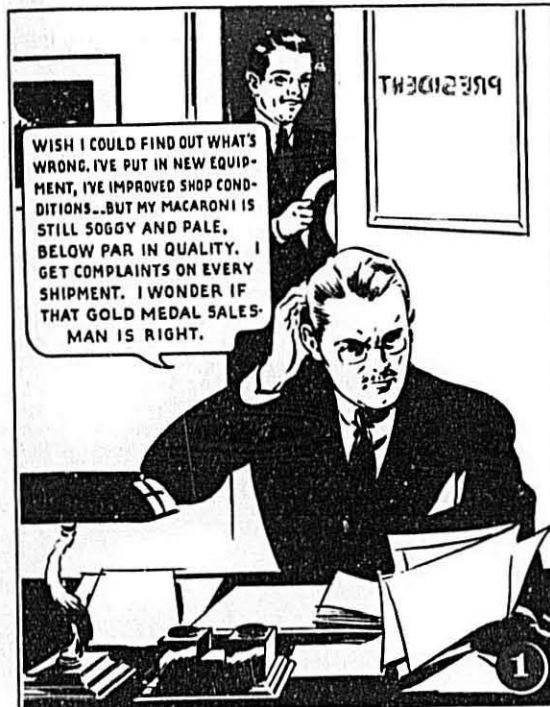
time of the public hearing several groups, including the canners, fisheries industry, fresh fruit and vegetable industry, importers, and others, asked to be exempted from its provisions.

Originally it was thought that one master code might be placed in effect for the entire industry but because conditions that prevail in the manufacturing of grocery products differ from and are distinct from conditions in their distribution, it was found necessary to prepare two separate codes.

Wage and hour provisions for the manufacturing food industries are expected to be covered in separate codes. These separate codes in some instances will also contain modified provisions for fair trade practice where special conditions exist. Wage and hour provisions for the retail and wholesale branches of the industry were placed in effect by President Roosevelt in November.

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# Gold Medal Semolina

"Press-tested"



## Worthwhile Contacts

THE MACARONI JOURNAL advertiser is by test a willing and trustworthy friend and helper of the manufacturer whose good will and confidence he is ever desirous to gain and retain.

It is scarcely ever possible for advertisers in THE MACARONI JOURNAL to tell you all about the products or equipment they have for sale. In many cases one such complete message of an advertiser would take up all the space in an issue the size of this, and of course that would not be such a very good plan.

Very often all an advertisement attempts to do is call your attention to the fact that a certain company has a service to offer that would be worth while for manufacturers of macaroni and allied products to investigate. Literature on the subject, or information by letters, is always sent free on request and these companies welcome the opportunity to put their complete story in your hands.

Advertisements are the world's best method of telling the user that a manufacturer or other business firm has something worth looking into. In the vast majority of instances, it is possible for an advertisement to make only the contact. If the contact appeals to you—even slightly—the businesslike thing to do is to follow it up immediately with a letter asking specific questions or requesting printed literature on the product, equipment or service.

THE MACARONI JOURNAL is like a common friend introducing to you the firms most likely to be helpful in your business. You may not at once find use for all these friends, but quite assuredly there will be two or three who can aid you in the eternal problem of how to lower costs, increase production, and step up sales.

Stamps even at 3c apiece, are the greatest of all investments when used to investigate the offers of advertisers whose messages "strike" you. Letter writing may not be one of your strong points but fortunately it needn't be so far as this is concerned. All you really have to use is a postcard, and for the busy executive a few postcards kept handy and mailed out as he finds interesting sales messages in the JOURNAL may work better than any other system. At least keep tab on the companies you intend writing to, and do it as early as convenient.

When in doubt write anyway. The cost is so small as to be almost insignificant; the time required means little more. But in one of those advertisements you have been glancing over for months may be a contact that would solve a problem that has been bothering you for years. Certainly it is good business to get all the aids you can, and the advertisements are far more likely to contain an answer to machinery and raw products than any other source.

The first thing a firm with a new idea does is advertise it in the magazines reaching its logical customers. The better

class customers—those who lead the way that others later follow—have learned that answering advertisements comes pretty close to being the most important detail of running a successful business these days. They don't buy from every advertiser and no one expects that they should, but they do at least know the complete details of what each one in his line has to offer.

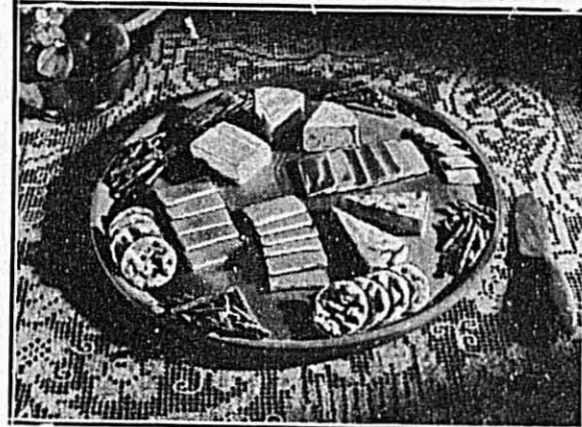
When your letters of inquiry are answered you may not want to take immediate action. However it pays to keep this material on file. Some time in six days or six months, you may suddenly find you need these facts very much. It is convenient to be able to turn to a complete file of all the literature and letters about advertisements you have answered.

It is scarcely necessary to mention that good business ideas often burst forth from such material, and even if you think you will never buy the product keep the whole thing for its idea value to you.

Look on the advertisements as only introductions to these companies. They facilitate the contact by bringing first class firms to your notice. That is all. The advertiser has taken the first, most difficult and most expensive step. Your part in learning to know him and his products is simple compared to what he has already done.

Behind any of these advertisements may be a message, that while space did not permit printing in its entirety you cannot afford to miss. Answering the advertisements in the JOURNAL is the surest of all ways of keeping up with the latest developments in new offerings in the macaroni field.

## Serve Cheese — Serve Nation: Style Dictum of Capital!



WASHINGTON, D. C. — Smart Washington dining rooms once led the fashion for "meatless" and "vegetarian," "sugarless" and other "less" days—during the trying days of war, and made a patriotic game of it!

Today—with equally patriotic motives the Capital's leading hostesses are vying with each other to feature cheese, more cheese, and most cheese dishes. National Cheese Week—to be held December 11-16—is part of the great national recovery program, designed to help the dairy farmers of the United States by eliminating the tremendous national surplus of cheese which exists in this country.

Prominent among the cheese

Many good patriotic Americans preferred to celebrate "Cheese Week" by eating increased amounts of grated cheese with their macaroni and spaghetti, a delightfully pleasing combination of those two leading food products,—grain and milk. It is estimated that many hundreds of thousands of pounds of good American made cheese is now annually

fashions which are sponsored by Washington hostesses and guaranteed to increase the cheese consumption of any family at least a pound — is the cheese tray.

A large round wooden board—so simple as it is sophisticated—is the correct background for the Capital's smartest dessert course or buffet supper. Set with an intriguing array of cheese, sliced American, Swiss, "Philadelphia" Cream Cheese, Camembert and Roquefort, and interspersed with the crispest of crackers and pretzel sticks, the cheese tray is a happy choice. It makes eating more cheese the gayest and most satisfying of patriotic duties.

consumed in grated form with macaroni products.

### Two Facts

Of course good times will return—but not for cripples. Play safe.

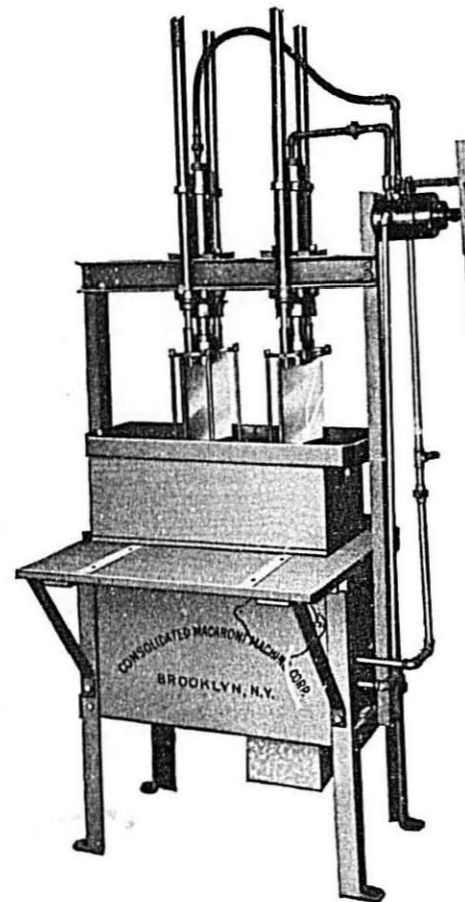
No thoroughly occupied man was ever yet very miserable.

## Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.  
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

Descriptive matter of all our products on request.

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

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

156-166 Sixth Street BROOKLYN, N. Y., U.S.A. 159-171 Seventh Street

Address all communications to 156 Sixth Street

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

HYDRAULIC PRESSES

DOUGH KNEADERS

DOUGH MIXERS

DRYING MACHINES

MACARONI CUTTERS

DIE CLEANERS

# Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

## Tighter Censorship of Foods Magnifies Trade Mark Importance

If any new argument were needed to persuade every last member of the macaroni clan to cherish his trade mark and exploit it, the urge may be found in the threat of more exacting censorship of foods. At first glance it might appear to be a far cry from the proposed expansion of the Federal Food and Drugs Act to current management policies governing private or individual macaroni marks. In reality there is a direct connection. And the fresh influences, once you chart their trends, are all in the direction of trade mark emphasis and glorification.

Having said this much, let us forthwith disclaim any intention to imply that the would-be reformers of the "pure food" law are attempting to tamper with trade mark practice as such. Assistant Secretary of Agriculture Tugwell and his abetting members or near-members of the Brain Trust have lofty and varied flights of ambition in tinkering the food act. But meddling with trade mark property is not one of these. Unless you figure that there is a backwash to trade-marking in the proposed requirement which would compel every food package to bear the name and address of the manufacturer, producer, packer or distributor. No, if trade marks are to loom even larger in the marketing picture it will be due indirectly to quite another feature of the plotted shakeup.

The phase of the Tugwell dream which is unwittingly magnifying the trade mark as an instrument of advertising and selling is precisely that aspect which has made this whole revision scheme a bristling controversial question. None other, if you please, than the proposal to hitch up with traditional supervision of food a militant censorship of food advertising. Only don't, please don't, on pain of death, term this official dictation of advertising copy, "censorship." The sensitive officials have a horror of the word "censorship." So that the reformers furnish an elaborate explanation that what is being attempted is not "censorship" but something wholly altruistic and entitled to a much milder name.

Well, be it autocratic censorship or benevolent guardianship, the proposal injects a new note into Federal food regulation. It is at that, no secret that for years on end the permanent officials of the U. S. Food and Drug Administration

have itched to get into their hands the censorship of "collateral advertising." They claimed that adroit copywriters were able to undo in the disassociated advertising all the good that the administration watchdogs accomplished by their policing of labels and printed matter circulated with the goods. But the folks at Washington headquarters were too canny to be caught in the open with outright recommendations to Congress for such a revolution. The advent this year from the colleges of the theorists who are experimenting in national government, afforded just the chance to put over the advertising "code."

Every effort has been made to sugar coat the pill of advertising domination in the face of the rising protests from industry—especially the proprietary and medicinal specialty trades. But the bald fact stares forth that Uncle Sam would be making a pretty sweeping indictment and one susceptible of weird extravagances in enforcement, if provided with the mandate that an advertisement of a food shall be deemed to be false if it is untrue "in any particular" or "by ambiguity or inference creates a misleading impression." Besides the latitude which could be indulged in the interpretation of this prohibition, there shrinks in menace that other joker in the contemplated new edition of the Food Act whereby any food would be deemed to be misbranded "if its container is so made, formed or filled as to mislead the purchaser." Both proposed additions would of course leave the advertising packager at the mercy of the misconceptions of illiterates and the lowest order of human intelligence.

Into the atmosphere of uneasiness and apprehension caused by these adventures in the New Deal comes the trade mark as a solace and a salvation. If worst comes to worst, reform-harried business men may take refuge in their trade marks as self contained, all sufficient advertisements. Some of the farsighted brethren in the trade are not waiting for a crisis to fly to the trade mark as an advertising sanctuary. They have in not a few instances their well justified hunches that the Tugwell bill will never pass either house of Congress. Or at least, can get through only if shorn of its advertising inhibition. But these safe-players are not taking chances. They are putting their trade marks fur-

ther out as anchors to windward. And some of the trade mark refugees are gradually absorbing the conviction that rather than be worried by repeated threats of national or state advertising censorship (whether they are to come true or not), it were better to habitually concentrate advertising momentum along with the good will nest egg, in the entrenched trade mark.

At this stage it should be emphasized that in the new cult of pinning advertising faith to the line-mark or specialty-mark, it is not necessarily the idea that advertising copy should be restricted to the brand or nameplate. A few advanced thinkers are, to be sure, already dabbling with that spartan formula. But by and large, the idea at this stage is simply that it is wise to feature or headline the trade mark. Let there be, aside, as much running comment or sales talk as the advertiser desires. But either hang the sermon on the trade mark as a peg or at least focus reader attention upon the trade mark as being the key to the entire presentation. The theory is that if the trade mark has been consistently put to the fore in every advertisement it will be a simple matter, if and when advertising censorship does come, to drop any doubtful copy angles and further concentrate on the already familiar trade mark, where the visionary blue pencil of advertising cannot follow.

In this same connection behold another insurance policy covering the trade mark as a resource in advertising. The circumstance that a trade mark is ancestral with the business house, or at least is established and time tried, is calculated to prove a powerful influence for equilibrium in a period of uncertainty and experimentation such as would inevitably attend the inauguration of such an innovation as advertising censorship. Just see how this works. With censors suddenly placed on the job armed with new brooms they might be able to challenge the accuracy or implications of many a contemporary statement in food advertising. But the most zealous censor would scarce dare meddle with a deep-rooted trade mark, be that mark a suggestive name, or slogan or what-not. The mere fact that a veteran trade mark had through a period of years been accepted by the trade at a certain face value, and

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had come through everyday usage to have a definite significance in the mind of the public, would make ridiculous any reformer who undertook to dig up deceptions in such environment.

Not the least of the inducements that are making for the swing to trade marks under threat of advertising censorship is the lure of bedrock economy in advertising. Reason—why advertising copy has always required generous space for its expositions. There is more than a chance that if Federal censorship compelled macaroni advertisers to choose their publicity with care it might be necessary to expend even more words than heretofore in order to make precise meanings clear. All of which would require more space at the very time when many an advertiser is watching closely his current budget. By contrast consider the trade mark, which is essentially the tabloid of advertising. Just in proportion as a trade mark makes up an advertisement within dimensions to fit the advertiser's purse.

One sequel to advertising censorship and the flight to trade marks we may prophesy with confidence. This is the further spread of multiple trademarking, the pyramiding of marks on a single product or line. One reason to expect a boom is found in the circumstance that two or three trade marks instead of one make for diversification in advertising; allow closer checkups of results in re-

gional advertising campaigns, etc. But even more to the point of this expected technique in re-marking is the circumstance that marketers, who face an advertising dilemma with trade marks which do not lend themselves effectively to capitalization in advertising, will be under a strong temptation to supplement these old marks with new ones fashioned with an eye to advertising use.

### To Expedite Action Against Violators

With a view to expediting action on complaints of violation of specific codes of fair competition for industry and trade groups as well as the blanket code, the NRA has distributed to postmasters printed forms on which such violations may be reported to local and district compliance boards.

This action was taken following receipt of thousands of letters complaining of "chiselers" and code violations. Many of these letters give incomplete information necessitating further correspondence. The forms are intended for convenience of citizens who feel warranted in reporting individuals or firms they believe to be violating specific provisions of codes. To discourage "spite" complaints space is provided on the printed forms for notarization or certification by one or more witnesses familiar with the facts.

The printed forms call first for the

name of the individual or firm against which complaint is made, known technically as the respondent. The complainant is next requested to state the business in which the respondent is engaged, the principal product handled and the principal service rendered. Space is also provided for other details clearly indicating violation of some definite provision of the code to which respondent is subject.

When properly filled out these forms will give a complete and quick picture of the nature of the complaint. With the forms in the hands of postmasters and available to all citizens, the facts concerning reported violations may be placed in the hands of the proper officials without delay, insuring prompt action.

This arrangement possesses a double advantage. The citizen filing a complaint will have his or her complaint investigated more quickly than if a letter were written to Washington headquarters and returned to the district or local compliance board. With the complaints filed directly with district or local boards in proper form, it will be possible for the local officials to get at the root of the matter at once and take such action as may be warranted by facts developed in the investigation.

Fortune does not change men; it only unmasks them.

**H**UNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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



COMMANDER MILLING CO.

Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**





## TRADE and FOOD NOTES

### Not Banana Oil

A banana is both a fruit and a vegetable according to the position now taken by the growers and distributors of that tropical fruit, or should we say vegetable. A consumer campaign has been launched to teach the public that this tasty food is both a fruit and a vegetable, depending on when and how served.

A banana is a vegetable, claims the sponsoring group, when the tip is green. When the skin is yellow it may be either a fruit or a vegetable, but when the skin is flecked with brown not even the most radical will deny that it is a fruit.

Through the cooking schools of the country a nation wide campaign will be conducted to have bananas served either as a fruit or a vegetable, demonstrating ways in which this can be done appetizingly.

### Oppose Tugwell Bill

Considerable opposition has arisen against the proposed Tugwell bill that seeks to amend the existing Food and Drugs Act. The American Grocery Manufacturers association has taken a leading part in opposition to the measure as it proposes to affect food manufacture and distribution. Objections are based primarily not on the intent behind the proposed amendment but on the application of its provisions to the grocery trade. This measure was given a public hearing earlier in the month and will be given consideration in its present or amended form by Congress when it meets early in 1934.

### Investigate Cellophane Misuse

Attention of the Federal Food and Drugs Administration has recently been called to the misuse of yellow transparent wrappers of foods according to an announcement from Washington. Yellow cellophane, says the announcement, which gives plain noodles the rich color of egg noodles, is one of the latest deceptions in food products which has been brought to the attention of the administration.

Although this particular case of deceiving the housewife is revealed as soon as the cellophane bag or package is opened, complaints of other methods of deception not so easily discernible by consumers are also being investigated. Chemists of some companies have been so successful in applying coloring matter to noodles, says C. F. Jablonski of the administration, that it has been found difficult to devise tests which determine immediately whether coloring has been applied.

### New Style Macaroni Co.

Announcement was made last month of the incorporation of a new macaroni manufacturing firm in Brooklyn known as the New Style Macaroni company whose plant is at 7915 New Utrecht av.

The incorporator is Frank Morales who has been operating a small macaroni plant at that location.

### Macaroni as Cake Decorator

Besides being an ideal food in every season of the year, novel ways of using macaroni have been from time to time recommended. Here is one that is interesting:

Broken sticks of macaroni may be used tastefully in decorating the birthday cake instead of the "messy" candles. An original way is to stick pieces of macaroni in the frosting and to put a flower in each piece of macaroni. Pansies can be used with pretty effect, though the birthday flower of the celebrant may be substituted with the same beautiful effect.

Try this on your next birthday cake.

### Inflation, To Be Or Not To Be!

Business is naturally concerned over the monetary policy of the country but is primarily interested in just how it will affect buying. To illustrate a point one of the country's leading business advisers quoted a poem that appeared in Fern's Magazine of Great Britain that reads as follows:

When someone stops buying,  
Someone stops selling;  
When someone stops selling,  
Someone stops making;  
When someone stops making,  
Someone stops working;  
When someone stops working,  
Someone stops earning;  
When someone stops earning,  
Someone stops buying!

Now inflation, whether of money or business, works just the reverse. Substitute the word "Starts" for the word "Stops" in each of the above lines, advises this renowned authority and you have the answer to President Roosevelt's business recovery program.

### From Side Dish to Main Dish

During the 41 years of its existence the Minnesota Macaroni company of St. Paul has seen the trend of popular fancy for macaroni change from that of serving it only as a little side dish to that of the main dish of the meal, announced Walter F. Villaume, vice president of the firm in connection with its 41st anniversary celebration. He said: "In the past macaroni products were considered only as a dish to be prepared with cheese and tomatoes. Today they are used in numberless recipes not only as the main dish of a meal but in soups, salads and desserts, as proof of the adaptability of the products and the recognition of their true worth as a food that should and is being eaten more often in the American homes as well in public eating places."

### American Macaroni for American Army

The United States army will live on foods grown or manufactured in America under the ruling of the war department promulgated in October. The or-

der followed a complaint by western cattle raisers that U. S. soldiers were fed canned corned beef from the Argentine. Action is based on authority granted under the economy act. Even the officers who have demanded foreign delicacies will have to substitute domestic foods in their daily bill of fare.

### Two Master Food Codes Probable

When the proposed master food code struck a snag at the public hearing last October the proponents of this blanket code for all the food trades submitted as a substitute proposal 2 master codes, one covering grocery manufacturers and the other covering food distributors. The feeling in Washington seems to be that the administration looks with greater favor on the 2 codes plan than it did on the single code, but is inclined toward a separate code for each major food industry.

### Name Brand After Beauty

The Chicago Macaroni company, Chicago, Ill. is now producing a new form of macaroni product, a mollusk-shaped paste, which it terms "Giaconda Paste" after Miss Giaconda Purvis of Hyde Park. The beautiful creamy looking edible paste symbolic of the beauty of its sponsor is shaped like a shell of the sea and contains eggs as one of the added ingredients.

### Macaroni Is Cooking School Magnet

One of the sessions of the cooking school conducted by the *Syracuse Herald*, Syracuse, N. Y. last month was devoted to the study of quickly prepared meals of interest to the business and professional women who were special guests at that discussion and demonstration. The school was in charge of Miss Laura K. Kennedy, lecturer and household efficiency expert. The Foulds Milling company that formerly operated a plant in Syracuse was the principal exhibitor of macaroni products.

### North Dakota Durum Marketed

Hundreds of cars of North Dakota durum wheat moved to market the week of Nov. 20, 1933 when the wheat shipping embargo was lifted for 6 days by proclamation of Governor Wm. Langer. As soon as the 6-day period was ended the embargo again became effective and continues to remain so indefinitely, stated the Governor. The ban on wheat shipments first went into effect the last week in October, just when durum shipments reached their height.

According to reports by newspapers from the principal shipping centers more than 300 cars of durum wheat were shipped through Grand Forks; about 50 through Bismarck and varying smaller numbers from other railroad shipping points. In many places the shipment of durum wheat under the modified order was the first movement of wheat out of North Dakota since the wheat embargo decree was promulgated by the governor.

## Power of Macaroni Flour

When Athens and Sparta were at the peak of their power oratory ruled. Slaves did all the work and the free classes did nothing but listen to political spellbinders, philosophers and sophists when they were not at war with some neighbor or at the Olympic games or consulting oracles. To the best orator belonged the country, government and army until a better one came along to sweep the people off their feet. The general who talked the people into sending him on an expedition of conquest could be quite certain in his absence some jealous political rival would talk them into recalling him.

Then came Rome's day of glory when the rank and file supported the emperor who fed them the most macaroni flour, served up the biggest circus and built the biggest monuments.

Through the middle ages and into modern times the masses were usually placated in Europe and later in Latin America by starting wars or crusades which gave the idle something to do, enough to eat and wear, daily rations of excitement and the hope of plunder.

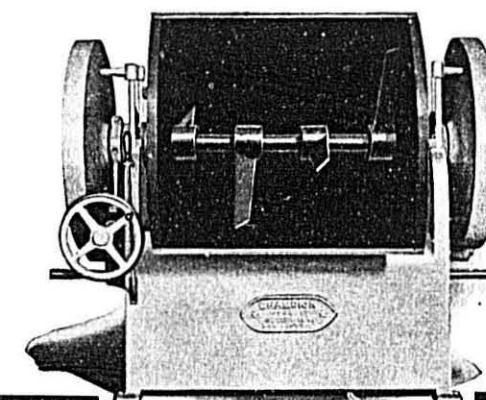
This depression with its unemployment relief, welfare rolls and widespread dependency upon government and charity is creating a new class which, after the enterprising and useful citizens have returned to work, will vote for the party with the biggest bag of promises of an easy living without work. Again oratory, macaroni flour and circuses will get the votes. —St. Joseph (Mich.) Herald Press.

### "Keeps" Against Colds

Alarmed over the increase in deaths from pneumonia and influenza as a result of uncared-for colds, Dr. Shirley W. Wynne, health commissioner of the city of New York has seen fit to broadcast the following code for prevention of treacherous colds:

- KEEP fit through balanced diet.
- KEEP far away from persons who have colds.
- KEEP your mouth shut; breathe through your nose.
- KEEP good hours; sleep 8 of 'em every night.
- KEEP clean; take a bath every day.
- KEEP comfortable; dress according to weather.
- KEEP the house and your office at a temperature of between 68 and 70 degrees.
- KEEP the body exercised; walking in the open is the best form of exercise. Walk briskly, your head erect, swing arms and breathe through your nose.
- KEEP away from patent medicines and nostrums; if you have a cold get to bed promptly and call the family doctor at once.
- KEEP the house well aired; windows in every room should be opened for a time each day, and all night in sleeping chambers.

Editor—Dr. Wynne might have added to No. 1 that Macaroni products are excellent and appropriate in any balanced diet and should be used at least daily in one of its many forms and pleasing combinations.



## Dependable Production

Steady, dependable production of uniform high quality products is one of the most important qualities to be looked for in a mixer.

The Champion Special Mixer shown here, is specially designed to meet just that requirement. It is ideal for mixing dough for macaroni, noodles, pretzels and similar products.

You will appreciate the velvety power of the Champion special shaped, all-steel blade, which mixes thoroughly, uniformly and rapidly at very low power cost.

Cut your production costs with the Champion Special Dough Mixer. Let it help you speed up your production. Instal this Special Mixer for better results, more customers and greater profits.

Send the coupon today for full particulars about this remarkable machine and the Champion easy time payment plan.

CHAMPION MACHINERY CO., Joliet, Ill.  
Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.  
Hudson and Leonard Streets NEW YORK, N. Y.

MAIL THE COUPON FOR FULL INFORMATION—NOW!

CHAMPION MACHINERY CO.,  
JOLIET, ILL.

Without obligation send details about the CHAMPION Special Dough Mixer, and the easy time payment plan to me.

Name.....  
Street Address.....  
City and State.....

## "Una Merkel Okra Gumbo"

Macaroni Recipe Delightfully Broadcast by Betty Crocker to an Audience of Three Million Women Over a Coast-to-Coast Radio Chain as Part of a Well Planned Macaroni Promotion Program by the Radio Lady's Sponsor, General Mills, Inc.

Good Morning, Everybody!

I'm going to talk about one of the most popular girls in the movie colony this morning. She was one of the first movie people I met. And she was so unusually sweet and friendly and natural that it made me feel I wanted to know them all if they were like that! This girl has been featured in many of the good pictures that you have seen recently. Do you remember the cute girl with the charming Kentucky accent in the picture "42nd Street"?



Betty Crocker

That was Una Merkel and she has recently been featured in the amusing picture "Beauty for Sale." Her voice is very distinctive, not the typical low husky voice we hear so often in the talkies. But a very youthful voice with the hint of a laugh in it most of the time. I was taken to see Miss Merkel one day as she was having some pictures taken in the photographer's studio at Metro-Goldwyn-Mayer Studios. There she was standing in front of some black velvet curtains, dressed in a very abbreviated black velvet circus costume trimmed with brilliants. Her hair is a beautiful golden color and curly, and she has the nicest sparkling blue eyes. And she's as slim as—a lily. She is one of the movie people who seems much prettier in reality than she looks on the screen. And she has so much vivacity and such a sparkling personality, with such a keen sense of humor, that it adds to her appeal. When I was introduced to her she asked me in the most gracious way if I would like to have her stop and talk to me then. But I assured her I could wait. So I sat down near a handsome gray haired woman who proved to be Una Merkel's mother. The photographer "took her" in several poses. And by the way it was most interesting to see how easily and quickly she could drop into the desired moods and get the different effects, when he gave her directions to look roguish—or jaunty—or happy, etc. But in between poses she joked and laughed about having such a picture taken and provided her embarrassment for she never had gone in for leg pictures before. They were taking these so-called "stills" to send to the casting director and officials who were choosing the cast for a new circus picture. And when it was finished I noticed with what graciousness and warmth she thanked the photographer and the publicity man who had engineered the taking of the pictures.

Then she changed into her street clothes and suggested that we go over to

the commissary for tea. As we went through the streets of the studio village she was stopped every few minutes by some one who came up to say "hello." As we walked along I asked her if she has to diet very carefully to keep so sylphlike and she laughed and said, no, she doesn't try to diet but that she just can't eat very much. She explained that she is a great worrier and says she gets so nervous that she just can't eat. Certainly no one would suspect Una Merkel of worrying about anything. She has such a ready smile and is always making some witty remark. But she claims she's the world's greatest worrier. When she is finishing one picture she's worrying for fear she won't get a part in another. And then when she has a part, all the time they are taking the picture, she says she worries for fear she won't be any good in it. But she certainly doesn't let it keep her from being full of fun and extremely considerate of other people, even though it does keep her from eating! She said, "When I am hurrying to get off in the morning I can't eat breakfast, and when I am working I can't eat a regular lunch. I usually have just vegetable soup. So dinner is the only meal I really eat."

After we sat down at the tea table we were interrupted constantly by people coming up to greet her affectionately. I began to think I never would have a real chance to talk with her but it was an indication of how very popular she is. And she had a special greeting with a glow of real interest for each one. I could see why every one is crazy about her. She had asked a sweet looking, dark eyed girl, Marcella Knapp who is a casting director, to have tea with us. With her mother that made four of us sitting around the table.

When I said to Miss Merkel that I should think a home would seem especially important to the people in the movies who are under such a nervous strain, she replied, "I think a home *does* mean more to us than to anyone else perhaps. Because we are dealing with unrealities and artificiality all the time. We are sort of jumping from one shadow to another. And," she added, "it is easy to get to believing we are as bad or as lovely as the characters we portray. We have to be pretty sane and keep our feet on the earth and remember that we are not so much after all." Then she added thoughtfully, "It's a great relief to have a home. It's the only way to get back to reality, to the business of real living. I don't know what I'd do without a nice home to go to. Of course I don't have to take care of it. My mother does that. And," she explained, "my husband and I live

with my father and mother, and she looks after the housekeeping because I don't have time to do it with my work." One of the studio officials told me that everyone likes Una Merkel and enjoys working with her and that she is kept very busy because she gets lots of good parts.

As we were chatting I spoke about cooking, and she said, "Oh, I can cook." And when I expressed surprise that she had had time to learn, she said, "Oh, I used to see my grandmother cook and I've watched mother and learned some things that way." At this point her mother spoke up and said, "Una can make lovely cakes! She can make better cakes than I can. She always made the cakes and I made the pies." And then this vivacious star added, "I think every girl should be able to cook. It's so nice to be able to get up little suppers on the spur of the moment. And I like to be independent when the maid is out or at times when I can't have any help. There are lots of times that I fix up special dishes in the evening, and I love to do it."

At this point I asked her if she had any special dishes that she enjoyed particularly. And she answered, "Well, I love soups and I like cookies awfully well. And oh, yes, I'm crazy about Okra Gumbo. You know that real old southern dish. We have it quite often. It's awfully simple to prepare and you don't have to have much of anything else with it." When I asked her how she made it she said, "Oh we have an awfully good recipe for it. Mother can copy it off for you if you'd like it." And of course I did want it, because I could see from what she said it was just the sort of dish my radio friends would like. So many of you have asked for new ideas for one-dish meals this year. And that's what this Okra Gumbo is. After I had gone home Una Merkel remembered to send me the recipe. We tried it and found it a delicious, savory dish, just as appetizing as it can be. It's full of good tasty meat combined with the rich red tomato and the green okra, all blended into one delicious mixture, seasoned to a turn! Here is the recipe.

1/2 lb. bacon  
1/2 lb. ham (1 slice)  
2 lbs. lean veal  
1 large onion  
3 lbs. tomatoes (or 1 qt. canned tomatoes—  
a No. 3 can)  
4 lbs. okra (or a scant qt. of canned okra—  
a No. 2 1/2 can)  
1/2 tsp. salt  
1/4 tsp. pepper

Slice bacon, cut in pieces, and fry.  
Add ham and veal, cut in small pieces,  
and onion, chopped.

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Cook 10 minutes being careful onion does not get too brown.

Cover with tomatoes cut in small pieces, okra sliced and cut in small pieces.

Cover to steam, and cook very gently 2 hours. (It must be cooked very slowly so okra will not become gummy.)

Serve hot over rice or macaroni.

This will make from 8 to 10 servings. Most of you will have to use canned tomatoes and canned okra at this time of year, and you have to handle it a little differently when you use the canned vegetables. Prepare the meat as directed and add the canned tomatoes (liquor and all). Drain the canned okra, and if liquor is very sticky rinse the okra in warm water; cut up and add to mixture.

You'll find that this mixture is sort of a cross between a soup and a stew. You are supposed to serve it over rice or macaroni. Personally I like it best over macaroni because there is something so sort of substantial about macaroni. And macaroni is ideal as part of a one-dish meal like this one because of its special food value. You see macaroni is made from Durum Wheat. It contains a high proportion of protein, the body-building food, as well as the starch which is energy-giving food. To be sure of the high quality macaroni which will give you the best food value, ask for the packages marked "Made from Durum Semolina", for this insures you of the quality that will keep its shape and not become pasty or mushy when it is cooked. If you buy macaroni in bulk choose that which has a clear amber color, for this indicates it is high grade. When you combine macaroni with a little tasty meat, with vegetables, and season up the sauce as this Gumbo is seasoned, you have the most appetizing and satisfying sort of food in the world. Macaroni is one of the foods that we must not forget if we are trying to be economical because it does actually give us greater food value per cost than any other food. And it's so easy and convenient to prepare. There's nothing messy about it, as there is in peeling potatoes, for instance. The nice amber sticks of macaroni come to you all neat and sanitary and all you have to do is to break them into the lengths you want and throw them into a kettle of rapidly boiling salted water. Be sure to use

plenty of water. Because this is necessary to cook the macaroni evenly and properly. And be sure to keep the water boiling rapidly all the time the macaroni is cooking. Then all you have to do (after 15 to 20 minutes of cooking) is to drain off the water thoroughly. It is best to pour it through a colander or sieve. Then heap the cooked macaroni on a deep platter. You can add a little melted butter if you wish extra richness, and pile the Okra Gumbo on top of it. As Una Merkel says, you won't have to have anything else with this dish,—except bread and butter and a beverage. And if you like it as well as she does, you will want plenty of it, so count on large servings. If you wish to add a green salad to the menu you can easily do that, and then have a pie or special cake or pudding for dessert. I think a fruity pie like our Orange Pie is delicious as the dessert for such a dinner. Or you may like chilled apple sauce and hot gingerbread. Anything that carries out the idea of a simple, practical, homey meal.

I think it's interesting to find that these witty, clever and beautiful stars of the movies like the simple homey sort of food best, don't you? But of course Una Merkel is a very warm hearted, kindly person and one who knows the value of real things,—as I am sure you'll all agree when I tell you something else she said. She made this statement, "I wonder if the women who are getting meals all the time,—I mean the ones who are getting 3 meals a day for their families,—I wonder if they realize how much it means to some one who works hard all day as I do, to come home to a good dinner? Why, it makes all the difference in the world to me. If I know we are going to have something special, something I like, I just look forward to dinner." And she added, "Those women are really living. They are the ones who are showing us how to do our stuff. They are doing the things worth while."

Isn't that a fine point of view for a successful motion picture actress to have?

The more you hear of safety the less you hear of accidents.

### State Code for California Manufacturers

While the macaroni and noodle manufacturers elsewhere in the country are anxiously awaiting approval of their code by the President, the manufacturers of northern and central California have succeeded in getting a code from the California Code Authority. It became effective Nov. 8, 1933 and is entitled A CODE OF FAIR COMPETITION FOR THE PACIFIC COAST MACARONI MANUFACTURERS ASSOCIATION, INC. which operates in California north of a line running east and west through Bakersfield.

The California macaroni code is patterned after the national code as agreed upon last August and contains other provision that add strength to its enforcement. The local association will be recognized as one of the enforcing bodies. Among its chief provisions are:

1. That selling macaroni products below cost is in violation of the spirit and purpose of the Code.
2. That macaroni manufacturers doing business within the territory must first obtain from the Commissioner of Corporations a license so to do. Anyone operating without such a license is liable to fine and imprisonment. There is a further provision that such licenses may be revoked on proof that licensee violates any of the provisions of the code.
3. That employees have the right to organize or bargain collectively through representatives of their own choosing.
4. That minimum hours of employment in any one week be not to exceed 40 hours per week in any one month.
5. That kneaders, mixers and pressmen (skilled workers) shall receive not less than 78¢ per hour; unskilled male labor 45¢ and female workers 40¢. No minor under 16 years of age is to be employed at any work.
6. That the standards as promulgated by the U. S. Department of Agriculture be and are considered as the standards for macaroni products to be manufactured and sold under the code.
7. Shipping on consignment is prohibited as well as the acceptance of returns after a reasonable date.

The good die young but the careless die sooner than that.

No worker ever regrets being careful.

MACARONI and NOODLE MANUFACTURERS  
It pays to use ROMEO UNBLEACHED  
PATENT FLOUR in your products

Get that flour order off your mind by wiring or telephoning us today

BAUR FLOUR MILLS COMPANY

ST. LOUIS

MISSOURI

# MACARONI PRODUCTS\*

By J. A. LeCLERC

Food Research Division, Bureau of Chemistry and Soils,  
U. S. Department of Agriculture, Washington, D. C.

Published in "Cereal Chemistry" September 1933

## PART II

### Raw Materials for Macaroni

#### Durum Wheat

Macaroni products, particularly those in Europe, are made primarily from semolina obtained by milling durum wheat. The macaroni industry in this country owes its growth in recent years largely to excellence of the semolina and farina made in American mills from durum and other hard wheats.

In his report on breadstuffs of the United States published in 1849, Beck\* called attention to the high gluten content of Kubanka or Arnautka wheat, varieties of durum, stating that this wheat is worthy of a trial in the United States. The color of the flour might perhaps be an objection to its use for making bread but it would answer well for the manufacture of macaroni and vermicelli.

Before 1900 less than 100,000 lbs. of durum wheat a year were produced in this country.<sup>9</sup> In 1899 M. A. Carleton, cerealist of the United States Department of Agriculture made his first special trip to Russia for the purpose of obtaining the best durum seed-wheat. Within 3 years after Carleton's second trip to the Volga in 1900, to obtain the best hard wheats which would thrive in the semiarid regions of the middle west, the annual production of durum wheat had increased to 6,000,000 bus. As a result of Carleton's 2 trips to Russia an average of 70,000,000 to 80,000,000 bus. of durum wheat are produced in this country each year. During the 5 years from 1926 to 1930 the production ranged from 47,000,000 to 102,000,000 bus., the average being about 70,000,000, which is from 8% to 9% of all the wheat produced in this country.

The average production (in 1,000 bus.),<sup>10</sup> and the percentage of the total of each of the 5 commercial classes of wheat grown in this country during 1928 to 1932 are: hard red spring, 153,230 or 18.2%; durum, 55,973, 6.6%; hard red winter, 375,363, 44.7%; soft red winter, 175,583, 20.8%; white, 82,236, 9.8%; total 856,887. The durum wheat crop during the past 10 years has varied from a maximum of 102,000,000 bus. (in 1928) to 21,000,000 (in 1931).

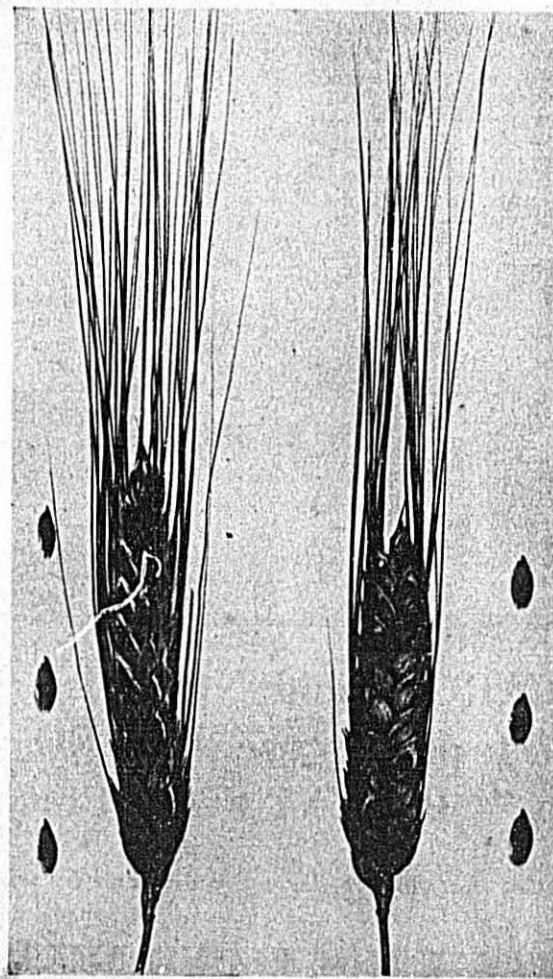
\*Beck, L. C. Report on the breadstuffs of the United States, their relative value, and the injury which they sustain by transport, warehousing, etc. Comm. Patents Ann. Rpt. 1848, 245-273. (30th Cong., 2d Sess., H. R. Ex. Doc. 59.)  
<sup>9</sup>Carleton, M. A., and Chamberlain, J. S. The commercial status of durum wheat. U. S. Dept. Agr., Bur. Plant Indus. Bull. 70. (1904.)  
<sup>10</sup>Statistics of grains. U. S. Dept. Agr. Yearbook, 1933, pp. 399-477.

Durum wheat is grown chiefly in the eastern part of North Dakota and South Dakota, in western Minnesota and in Montana. The center of production is gradually moving northward, indicating that resistance to rust is of greater moment than resistance to drought. When grown under semiarid conditions, however, it produces the best quality of grain. It is drought and rust resistant and therefore usually outyields other

wheats grown in the Great Plains area. Typical heads of durum wheat are shown in Figure 1.

Durum wheat is grown extensively in Russia and Algeria as well as in the United States, and to a less extent in Canada, Chile, Syria, Spain, Italy, India, Rumania and Argentina.

Previous to 1904 most of the wheat used for the manufacture of semolina in Europe was obtained from Russia.



ARNAUTKA KUBANKA  
Fig. 1. Arnautka and Kubanka varieties of durum wheat.

December 15, 1933

THE MACARONI JOURNAL

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Since that time, however, Marseille and other semolina manufacturing centers have obtained a large share of their durum wheat from the United States.

In the United States approximately 15,000,000 bus. of durum wheat are ground into semolina each year, yielding approximately 2,500,000 bbls., which with farina and flour are utilized in the production of 525,000,000 to 550,000,000 lbs. of macaroni products.

As its name implies, durum wheat is hard wheat. It is much harder than the so-called hard wheats, that is the hard red spring and hard red winter wheats. Durum wheat is classed as *Triticum durum*, whereas ordinary spring and winter hard wheats belong to *Triticum vulgare*. The French term "*blé dur*" and the Italian "*grano duro*" refer only to durum wheat; the terms *blé tendre* (French) and *grano tenero* (Italian) include the ordinary hard red spring and hard winter wheats as well as soft winter wheat. In certain parts of the United States and Canada durum wheat is known as "goose wheat."

When grown under proper conditions of climate and moisture the grain of durum wheat is flinty throughout and semitranslucent. Because of its flinty characteristics durum is better than any other wheat for the manufacture of semolina. Differences in textural characteristics are illustrated in Figure 2.

There are several subclasses and grades of durum wheat. Amber durum is most suitable for the production of semolina, as it combines strength with a most desirable creamy-yellow color. Red durum should not be, and generally is not used for making semolina as macaroni made from it has a dull-gray color. Although the amount of amber durum produced in this country fit for making high grade semolina is relatively small, it is as a rule sufficient to meet the needs of the semolina millers.

The chemical composition of any wheat is very much affected by the conditions under which it is produced. As has been previously shown by the author,<sup>11</sup> a wet season invariably tends to produce a low protein (gluten) grain. The average protein content of durum wheat in some seasons is not much higher than that of spring wheat, and at times it may be even lower. According to tabulations by Henry and Morrison,<sup>12</sup> the average composition of durum wheat is: Moisture, 10.4%; ash, 1.8%; fat, 2.5%; fiber, 2.6%; protein (N x 5.7), 14.1%; nitrogen-free extract, 68.6%. Durum wheat has less bran than other wheats. The Bureau of Chemistry's unpublished results of analyses of hundreds of samples of durum wheat grown in practically every state west of the Mississippi show the following variations: Moisture, 8-12%; ash, 1.30-2.35% P<sub>2</sub>O<sub>5</sub>, 0.70-1.20%; fat, 1.10-2.40%; fiber, 1.70-2.85%; pento-

<sup>11</sup>LeClerc, J. A., and Leavitt, S. Tri-local experiments on the influence of environment on the composition of wheat. U. S. Dept. Agr., Bur. Chem. Bull. 128. (1910.)  
<sup>12</sup>Henry, W. A., and Morrison, F. B. Feeds and feeding; a handbook for the student and stockman. Edition 18. 770 p. (1922.)

sans, 5.80-8.20%; nitrogen, 1.77-3.10%; invert sugar, 0.17-1.20%; cane sugar, 1.60-3.90%; weight per 1,000 kernels, 23.3-55.1 grams.

#### Semolina and Farina

Semolina (French, *semoule*; Italian, *semolino*) is the coarsely ground and carefully purified milling product or middlings of durum wheat. It consists of grits of different sizes; in fact, the term "semolina" is the Italian name for grits or middlings. If the grits should be ground finer the result would be flour.

The semolina manufacturers of Italy often use blends of durum and common hard wheats mixed in the ratios of 50:50 to 75:25. The best semolina is obtained, however, when durum predominates. In France the minimum of durum wheat (grown in Algeria, Tunisia or Morocco) entering the manufacture of semolina was recently fixed at 70%, that is, not more than 30% of common wheat may be blended with the durum.

Farina is a product similar to semo-

lina but is made from hard wheat other than durum. It is coarser than semolina, grade for grade.

The definitions and standards for semolina and farina adopted by the United States Department of Agriculture<sup>13</sup> are:

SEMOLINA is the purified middlings of durum wheat.

FARINA is the purified middlings of hard wheat other than durum.

PURIFIED MIDDINGS is the clean sound granular product obtained in the commercial process of milling wheat and is that portion of the endosperm retained on 10 XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15% moisture.

Semolina and farina are also defined by the National Macaroni Manufacturers Association<sup>14</sup> as follows:

SEMOLINA is the purified middlings obtained from the grinding of durum wheat.

<sup>13</sup>New definitions and standards for food products U. S. Dept. Agr. S. R. A. F. D. 2, Rev. 2. (Revised May 15, 1933.)

<sup>14</sup>Zerega, F. L. Proposed tentative definitions for semolina and farina. National Macaroni Manufacturers Association, Washington office. March 8, 1927. (Mimeographed.)



(From U. S. D. A. Yearbook, 1906.)  
Fig. 2. Cross sections of durum wheat kernels. (1) Flinty wheat grain. (2) Half-starchy wheat grain. (3) Starchy wheat grain.

It is free from bran and other offal and shall contain not more than 13.5% moisture and not more than 1% of flour.

FARINA is the purified middlings obtained from the grinding of hard wheats other than durum wheats. It is free from bran and other offal and shall contain not more than 13.5% moisture and not more than 1% of flour.

Semolina is the product of specialized milling, just as flour is. The chief centers in the United States for the production of semolina are in Minnesota and North Dakota, most of the mills being in

amount of clean middlings but also to produce those middlings in as large sizes as possible, very careful grinding becomes extremely important in order to avoid reducing the size of any middlings unnecessarily, and to avoid making any unnecessary break flour. A semolina mill, therefore, should have a longer break roll system than a flour mill needs, and should also have more break roll surface than a flour mill of similar capacity.

The sizings system in a semolina mill is also much longer and more complicated than in a flour mill. The sizings system consists of rolls corrugated like break rolls but with finer

are therefore thorough cleaning and proper conditioning of the grain, light and careful grinding, and thorough purification with sufficient repurification surface to insure cleanliness of product at all times.

Flow-sheets used by American and European millers for the milling of durum wheat into semolina are occasionally to be found in trade or milling journals.<sup>18</sup> In general the wheat is scoured and sometimes even washed before it is milled; but certain Jewish clients occasionally demand semolina which has been milled from untempered wheat.

In the manufacture of semolina and farina every effort is made to recover the largest possible percentage of the wheat berry in the form of semolina or purified middlings, and with the least possible amount of flour. The grits are even transported by band conveyors to prevent the production of flour by abrasion. One hundred pounds of a good durum wheat should yield from 62 to 63 lbs. of semolina, from 16 to 17 lbs. of clear flour, and from 21 to 22 lbs. of feeds.<sup>19</sup>

In Table V are given data obtained by the Department of Commerce<sup>18</sup> relative to the production and consumption of durum products from 1924 to 1932. This table shows that in the United States nearly 19% of the wheat ground in the manufacture of semolina results in flour. This is a much larger percentage of flour than that yielded in modern Italian and French semolina mills. In French mills yields of 60% to 65% of high-grade semolina are not uncommon, with flour production as low as 12% to 15%.<sup>19</sup> With "metadiné" or starchy durum the yield of semolina may fall to 30% to 40%.

There are 3 well recognized sizes of semolina in this country, as well as several special types. No. 1 is the coarsest, No. 3, the finest. In the manufacture of macaroni products, No. 2 is mostly used.

Semolina is divided into grades. The best grade consists of grits of essentially the same size, has a creamy-yellow color, and is practically free from flour and bran. As macaroni products tend to break at the point where a bran particle is found it is essential that semolina and farina be as free from bran as possible. Long-cut macaroni should be made from the best grade of semolina. To make soup pastes such as alphabets, stars, and other fancy short-cut patterns, the use of the best grade of semolina is not so essential.

Much improvement has been made in recent years in the production of a high grade semolina containing very little flour. The results of a special investigation conducted by the Department of Agriculture in 1920 showed that No. 1 semolina contained 0.58% flour, i.e., this amount passed through a 10 XX silk (109 meshes); No. 2, 1.91%; and No. 3, 7.4%. Fully 98% of No. 1 semolina,

<sup>18</sup>Ager, J. J. A modern Italian semolina mill. Am. Miller, 15: 130-131. (1912.)  
<sup>19</sup>Jenkins, E. H. Noodles. Conn. Expt. Sta. Rept. on Food Products 9: 136-141. (1904.)  
<sup>20</sup>Foodstuffs round the world. Grain and grain products. U. S. Dept. Commerce. Mar. 9, 1933. (Mimeographed.)  
<sup>21</sup>Skinner, R. P. Manufacture of semolina and macaroni. U. S. Dept. Agr., Bur. Plant Indus. Bull. 20. (1902.)

#### COMPARISON OF THE QUALITY OF THREE DURUM VARIETIES

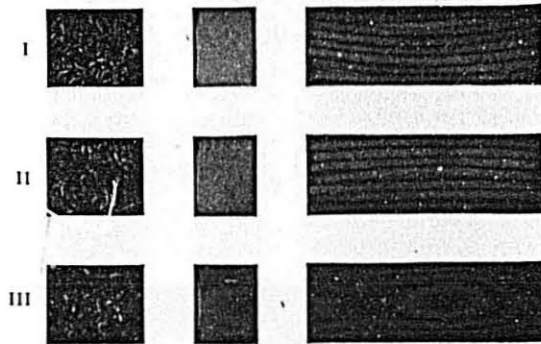


Fig. 3.

I. Kubanka durum with sample of semolina and macaroni which were produced from it. Note the brightness of the products. The Mindum variety produces similar color. The American macaroni consumer demands this quality of product and this type of wheat commands substantial premiums in the Duluth and Minneapolis markets.

II. Acme durum with sample of semolina and macaroni which were produced from it. Note the grey and dull appearance of the products. The Monad and Pelisa varieties produce similar color. Products of this quality cannot be sold in the American markets and such wheat (though it may be graded No. 2 Amber durum or better) must go for export at the export level of prices.

III. Red durum with sample of semolina and macaroni which were produced from it. Note the dirty as well as the grey and dull appearance of the products. As in the case of the Acme variety such products are unsalable in the American domestic market. The domestic demand for this variety of durum is chiefly for feed purposes.

Minneapolis and St. Paul. In Europe semolina is produced principally in Marseille, Lyons, Genoa, Naples, Mannheim, Frankfurt a/M, Salonica.

A brief outline of the semolina milling process is given below.<sup>22</sup>

The objective in semolina milling being different than in flour milling, the flow of a semolina mill is quite different than that of a flour mill. The system in a semolina mill may be divided in general as follows: (1) wheat cleaning, (2) breaking, (3) purifying, (4) sizing, (5) repurifying, (6) finishing.

A flour mill may depend upon the action of its smooth reducing rolls to separate from the finished flour many impurities, such as seed hulls, etc. In milling semolina it is necessary to remove all impurities by means of the grain-cleaning system.

For both these reasons a semolina mill must have a more elaborate cleaning system than a flour mill of the same size, and that system must not only be large enough but also be comprehensive and flexible enough to take care of any reasonable changes in cleaning demands promptly as such changes arise.

Correct and accurate tempering is most important in a semolina mill. Such a mill must insure at all times proper conditioning of the grain so that the bran coat may be removed as completely as possible by the break roll system, thus avoiding to a great extent the presence of bran specks in the semolina.

In flour milling small errors in tempering are taken care of to a considerable extent by the removal of adhering bran flakes in the course of reducing the middlings to flour, but where purified middlings such as semolina is the end product any tempering errors show up at once in the finished product.

Considering that in semolina milling the object is not only to produce a maximum

<sup>22</sup>Private communication from T. C. Roberts, of General Mills (Inc.).

TABLE V  
PRODUCTION AND CONSUMPTION OF DURUM PRODUCTS IN THE UNITED STATES<sup>1</sup>

	Durum wheat ground	Semolina produced <sup>2</sup>	Flour produced <sup>3</sup>	Semolina exported	Flour exported	Available for consumption Semolina	Flour
	1000 bu.	1000 bbls.	1000 bbls.	1000 bbls.	1000 bbls.	1000 bbls.	1000 bbls.
1924	1000	1000	1000	1000	1000	1000	1000
Jan.-June	5,452	822	342	58	148	764	194
July-Dec.	6,595	1,062	416	167	231	895	195
1925	4,668	741	319	79	151	662	167
Jan.-June	7,374	1,136	496	117	201	1,019	295
July-Dec.	4,668	741	319	79	151	662	167
1926	6,841	1,051	471	63	163	988	308
Jan.-June	7,010	1,165	415	95	180	1,070	235
July-Dec.	5,073	868	259	71	141	797	118
1927	7,809	1,280	410	100	105	1,180	305
Jan.-June	6,805	1,037	354	43	143	994	211
July-Dec.	8,014	1,208	493	67	168	1,142	325
1928	7,814	1,146	489	49	114	1,097	375
Jan.-June	8,016	1,185	536	33	98	1,151	438
July-Dec.	6,593	1,081	311	38	59	1,044	253
1929	6,975	1,159	290	41	26	1,118	264
Jan.-June	6,852	1,144	327	44	13	1,100	304
July-Dec.	7,346	1,268	296	12	14	1,257	282
1930	5,896	988	233	(3)	(3)	(4)	(4)
Jan.-June	6,109	1,068	218	(3)	(3)	(4)	(4)
July-Dec.							

<sup>1</sup>The data given in this table indicate that approximately 440,000,000 pounds of semolina are utilized in this country, which if used solely for the manufacture of macaroni would produce approximately 415,000,000 lbs. No information is available regarding the quantity of semolina used for purposes other than the manufacture of macaroni. Although no statistics are available regarding the amount of farina and flour utilized in the manufacture of macaroni, trade practices indicate that a large amount of macaroni products is made from farina and/or flour or of mixtures of either one of these with semolina.

<sup>2</sup>Amount of semolina and flour produced is not absolutely accurate as 2 mills do not report it separately and their entire production is thrown into semolina produced.

<sup>3</sup>Only one mill reports any, so figures are withheld.

<sup>4</sup>See note regarding exports.



# Merry Xmas

&

# Happy New Year

F. MALDARI & BROS., INC.

178-180 Grand Street



TRADE MARK

New York, N. Y.

82% of No. 2, and 24% of No. 3 remained on No. 70 XX sieve (68 meshes per inch).

In 1926 a similar investigation conducted by B. R. Jacobs of the National Macaroni Manufacturers Association<sup>21</sup> showed a marked improvement in the quality of commercial semolina and farina. At that time the semolina found on the market had an average flour content of 0.5% (maximum, 1.2; minimum, 0.1), and the farinas 0.6% (maximum, 2.2; minimum, 0.0).

The average moisture content of commercial semolinas and farinas for the years 1921-1926 ranged from 12.01% to 13.62% and from 12.36% to 13.82%, respectively. In 1927 the new standard of 15% for moisture in flour went into effect. At the same time, the average moisture content of semolina was 14.04% and of farina 13.92%, which was somewhat higher than that customary before the new standard for flour was adopted.

High grade semolina contains among other constituents the following: moisture, 12%; ash, 0.6%; protein, 11.5%; lipoids, 1.8%; lipid phosphoric acid, 0.048%; water soluble nitrogen 0.22%; soluble nitrogen precipitable by 40% alcohol, 0.047%.

The composition of farina is essentially the same as that of semolina except for the ash, which in farina approximates 0.45%.

(Continued in January issue)

## SECTION TRADE NEWS

**The Los Angeles Sector**

By P. J. Serio, secretary  
Southern California Macaroni  
Association

Early last month the macaroni and noodle manufacturers of northern California were granted a state code of fair competition affecting all plants north of Bakersfield. Believing that they should have the advantage of a state code also, while awaiting the adoption of the national macaroni code which will be more beneficial to the industry at large, the macaroni makers in southern California have appealed to the California authorities to extend the provisions of the state code to them also. A hearing on the request was held the first part of December and in all probability there will become effective a state code to plants in this section that will in no way conflict with the national code when approved.

Friends of M. Costa, proprietor of the Costa Macaroni Company of Los Angeles, are congratulating him on his rapid recovery from injuries suffered in an automobile wreck last month. It was feared at first that in addition to injuries about his limbs and body he might have suffered a possible concussion of the brain. Happily that was not the case and he will soon be able to resume his duties at the factory.

The L. A. Pacific Macaroni company, largest in southern California is advertising a "Vitamized" macaroni. The company has been given the exclusive right to manufacture its Vitamin D Macaroni. It is argued that Vitamin D is the only vitamin in which macaroni products are deficient and this Vitamin D is injected into the products on the basis of 200 A. D. M. units per lb., making it almost a perfect food for children and highly nutritious for grownups.

**The Philadelphia Sector**

By J. H. Dulles, executive secretary  
Philadelphia Regional Group

Realizing the need of an executive able and willing to give his full time to the management of the affairs of the Philadelphia regional group which comprises southern New Jersey, eastern Pennsylvania, all of Delaware, eastern Maryland and all of Virginia, the regional officers were fortunate in getting Joseph H. Dulles as their full time secretary. By the way he took hold of his new job last month indicates that he is the right man for the job. (Editor.)

R. De Angelis & Company, one of the oldest macaroni manufacturing firms in Philadelphia announced last month they would discontinue operations on Nov.

30, 1933, after 43 years of successful business. Discouraging conditions are advanced as one of the reasons for their action. Since the death of the founder Frank DeAngelis several years ago the plant has been supervised by his widow, Mrs. Jennie M. DeAngelis.

Gerelomino Guerissi, president of the Keystone Macaroni Manufacturing company, Lebanon, Pa. spent several days in Philadelphia calling on jobbers as well as customers in neighboring cities.

A conference of macaroni manufacturers of Baltimore, Md. was held a few weeks ago to study local conditions and to prepare themselves for united action under the proposed code of the macaroni industry.

**Reasons for Buying Now**

By H. I. PHILLIPS  
in the New York Sun.

Money makes the nightmare go.

Buy now! Whatever you spend will be a contribution to your own welfare.

Spending a dollar today may hurt a little but it will make spending \$5 practically painless in a few months.

Don't say "Oh, that's just another slogan!" You'll only be like the doughboy who decided bugle calls were too monotonous to answer.

It's all right to be thrifty but you can keep America flat on her ears by overdoing it.

You all cheered for Recovery; who did you expect was going to do the work?

Why say you can't afford it? When your house is burning down would you hesitate to put a nickel into the pay station to get the fire department?

You'll hear the old Scoffers Brigade saying that the recovery drive can't work, but the fellow who tries to belittle a movement like this is like the man who stands by a sinking steamer in his yacht and criticizes the way the sailors are handling the lifeboats.

Never mind singing the National Anthem; go on out and spend a little dough. It looks more sincere.

If you cheered when the New Deal was

first proclaimed and you balk at going on a little spending bender now, what role are you rehearsing for, patriot or kibitzer?

Flag waving is okay, but nobody ever balanced a budget that way.

That hat looks phoney anyhow and if your suit gets any higher polish on it you can use it for a shaving mirror.

For once in your life surprise the little woman by telling her you are tired of her in that fur coat.

Don't say "Look how higher prices are now than they were six months ago." (Unless you were satisfied with conditions six months ago.)

It may be the root of all evil, as the philosophers say, but there never was a time when the country needed more rooters.

The trouble with the average shopper is the same as the trouble with the average golfer; he is too tight.

Don't wait for the other fellow to do the spending; he's waiting for you.

Hay Fever Note: If you must sneeze don't do it in traffic.

**Circus Animals and Tarzan Statuettes**

Macaroni manufacturers have found that certain kinds of premiums will spur sales by interesting buyers, and for this purpose almost every kind of premium has been used from pins to household appliances. Following this trend 2 of the leading firms are making interesting offers to old and new users of their products. The C. F. Mueller Co. of Jersey City, N. J. is now featuring a set of 8 animal cages to help introduce its new thin-walled spaghetti, which naturally cooks in much shorter time than the ordinary product. The premium is awarded for the return of 6 labels from the macaroni packages. The cages are sent flat with instructions that they be set up by using pieces of Mueller spaghetti for the bars of the cages. When fully set up the cages are small replicas of the well known Mueller package.

The Foulds Milling company of Libertyville, Ill. is again offering consumers of Foulds products a beautiful statuette of Tarzan of the Apes in return for 3 Foulds package tops. This offer is featured in the firm's radio broadcast daily from one of Chicago's leading stations, each program featuring some episode in the adventures of the well known Tarzan.

Always alert—nobody hurt.

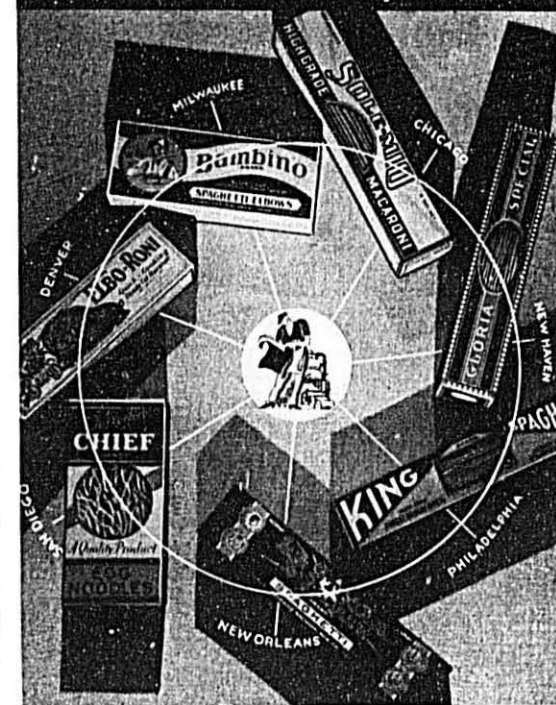
Volete Una Pasta Perfetta E Squisita

Usate!



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

FROM EVERY POINT  
In the Compass ...



THE MACARONI TRADE COMES TO ROSSOTTI for cartons, labels, and wrappers. Packages that do an outstanding merchandising and selling job have been a highly developed specialty with us for many years.

In 1934, make your products stand out of windows, counters, shelves . . . head and shoulders above competition. Consult ROSSOTTI . . . pioneers in the design and manufacture of plain or "window" labels, folding cartons and wrappers . . . for suggestions, sketches, samples of NEW STOCK DESIGNS, or estimates. They are yours for the asking. Address Dept. M-5 today. Branch Offices: 119 S. 4th St., Philadelphia. 343 Front St., San Francisco.

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

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

The Star Macaroni Dies Mfg. Co.

## September Exports and Imports

Macaroni products in international trade both to and from the United States show a heavy decline over the 5 year average, based on figures compiled by the bureau of foreign and domestic commerce of the United States Department of Agriculture.

The imports for September 1933 were only 117,297 lbs., having a total value of \$7,650. For the first 9 months of 1933 the total imports were 1,214,616 lbs. with a value of \$79,093.

During the same month there were exported 80,678 lbs. of American-made macaroni products, worth \$6,514, a very sharp decline over the business enjoyed in September 1932. However the total for the first 9 months of 1933 reached the high figure of 1,492,976 lbs., bringing the American manufacturers and exporters \$102,934.

American made macaroni products were shipped to 37 countries and insular possessions during September. The importing countries and the amounts purchased are shown in the table below:

Countries	Pounds
Netherlands	2,400
Canada	5,396
British Honduras	823
Costa Rica	1,386
Guatemala	996

Honduras	6,752
Nicaragua	1,525
Panama	11,609
Salvador	84
Mexico	2,484
Miquelon & St. P. Is.	24
Newfoundland and Labrador	3,212
Bermudas	810
Barbados	60
Jamaica	240
Trinidad and Tobago	246
Other Br. W. Indies	861
Cuba	9,959
Dominican Rep.	9,606
Netherland E. Indies	3,943
Haiti, Rep. of	4,400
Virgin Is. of U. S.	243
British Guiana	100
Venezuela	447
British India	159
China	150
Netherland E. Indies	120
Hong Kong	48
Japan	114
Philippine Islands	6,295
French Oceania	1,040
British E. Africa	60
Union of S. Africa	3,385
Liberia	12
Mozambique	1,689
Hawaii	48,382
Puerto Rico	30,614
Total	159,674

### "I'm Not Interested"

I want to pass along this idea about the buyer who says he is not interested. It isn't original with me; Rex Foster, a salesman working out of Quincy, Ill., passed it along.

Foster says: "The next time you meet a prospect who tells you positively that he is not interested, let your soul thrill with the thought that you are in the presence of a man who is definitely for a thing or against it and who needs only to be turned about to be all for you and your proposition."

The man who is uninterested is usually uninformed. He doesn't know enough about your proposition, and you're there to tell him. If he is interested in making money he will be interested in your proposition.

One salesman I know always stops a prospect when he says, "I'm not interested," and asks him just what it is that he is not interested in, and asking him usually brings an opening to tell him. And telling him about your proposition often sells him.

It would be a big thing for us all if every man in an organization would work out one or two good plans for getting our story across to the impatient buyer who says "I'm not interested." When we do we will make some of the best sales we ever dreamed of, because these fel-

lows who think they are not interested are often the easiest ones to sell.—*Tips from A Thousand Salesmen.*

### Macaroni Code Under NRA

All proposed food codes will have to pass the scrutiny of the officials of the NRA according to the new setup in Washington.

Conflict of opinions between the Department of Agriculture officials and Administrator Peek of the AAA came to a conclusion early in December when President Roosevelt saw fit to place all codes under the NRA.

Lack of agreement as to what food codes should and should not contain is now advanced as the real reason for delaying the final approval of codes, including the Macaroni Code that was the first unapproved code submitted under the Agricultural Adjustment Act. That Administrator Peek may be transferred to the NRA and given charge of all food codes is a possibility, though official announcement of the change is lacking at this hour.

Macaroni manufacturers are hopeful that a definite policy may soon be determined upon by the code officials no matter under which government bureau they may be classified to the end that the

Macaroni Code may be given governmental sanction without any more delay.

### Sleepy Drivers

"Asleep at the wheel" is a much more common cause of automobile accidents than most people realize. Each month there are several such cases in practically every state in the union.

There are 2 kinds of fatigue—mental and physical—which may be considered as the causes of such accidents. Often drivers suffer from both kinds at the same time. Lack of rest and lack of sleep are chief causes of fatigue. Tired brains and muscles are slow to act and fatigue itself may cause distraction.

The constant hum or drone of the engine on long trips is conducive to sleep. Also eye strain from bright sunlight or from watching swiftly moving scenery.

When one feels drowsy at the wheel he should take immediate steps to prevent an accident. The best way is to let some one else take the wheel. If driving alone he should stop his car and take a brief nap. Or he may get out of his car and run up and down the road a few times. Washing the face with cold water is helpful.

Anyone who drives a car when in a drowsy condition is most certainly flirting with danger to himself or others.—*The Safe Driver.*

When we hear of some oldtimer getting hurt it makes us realize the dangers that beset the new man. Recently the operator of a noodle cutting machine who had worked at the same job for 35 years let his attention wander and operated the trip while his finger was under the cutter.

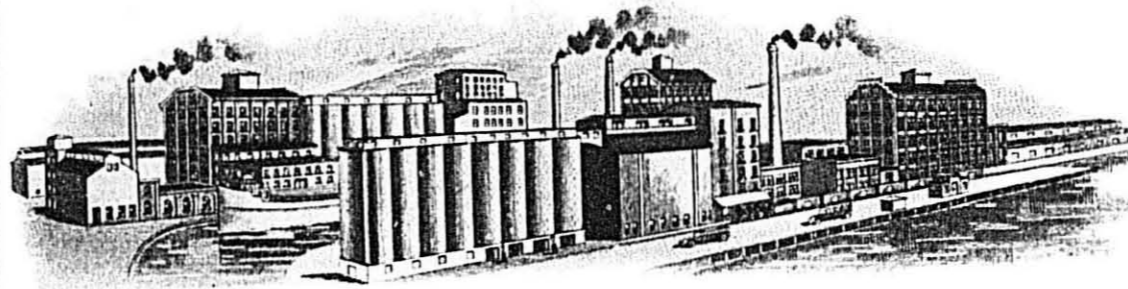
There was no mechanical safeguard for this particular operation. Therefore it was quite important that the mental safeguard be kept in working order. There was evidently a momentary removal of the mental guard—and a lost finger was the result.

### "Cure" for Acidity

Manufacturers of macaroni products who are troubled with excess acidity in their finished products will be interested in the inquiry originating from Old Mexico where climatic conditions tend to enhance the development of acidity in foods, and in the advice on the subject by B. R. Jacobs, the Association adviser and Washington representative:

Benzoate of soda may be used to prevent fermentation and may therefore prevent acidity in your macaroni products, if said acidity is due to fermentation. If the acidity is already in the flour, benzoate will not prevent it. The use of benzoate of soda in food products is to be discouraged. It is used largely to cover up defects of inferior ingredients or inefficient methods of manufacture.

To prevent acidity in macaroni products one must first use first class ingredients, process them in the proper manner and use every sanitary precaution. That is the best guarantee against spoilage of macaroni products.



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CHICAGO, ILL., 14 E. Jackson Blvd.  
PITTSBURGH, PA., 1609 Investment Bldg.

### How Business Men's Codes May Be Attacked

I am sure the following letter will interest nearly everybody:—

Milwaukee, Wis.  
Some time ago I read an article written by you on the business men's codes, in which you predicted that somebody was sure to bring a lawsuit to test out the legalness of the codes and the test severity with which the government is talking about enforcing some parts. I should appreciate being advised as to whether any such lawsuit has been brought up to now, and also on what ground a lawsuit would be brought to have the code declared unconstitutional. I should also like your view as to the likelihood of a court declaring same unconstitutional.

E. H. McMASTER

I am certain that Mr. McMaster does not want from me nor does anyone else, a technical exposition of the legal and constitutional phases of the NRA. Perhaps I can give a sketch of the questions involved however, which will make the subject reasonably clear to a layman, so that business men generally will know what it is all about.

Up to the present time, there has been no lawsuit brought which squarely creates the issue as to whether the business men's codes are constitutional. A few suits have been brought but only on some phases of the codes, and none of them, so far as I have seen, has touched all the points upon which a constitutional argument would be mainly based. And even those brought have not reached the United States Supreme Court, which has the last word, and the only word which can settle the question once and for all.

The government is depending greatly upon the so-called national emergency helping it through. It is well settled that under a great national emergency a government can do many things in the public interest which could not possibly be done under ordinary circumstances; in fact under emergency the constitution can almost be set aside for the time being.

All of the NRA acts recite in their preamble that they are being enacted because of great national emergency. The emergency most depended on to set aside constitutional rights is war. There is no precedent that I know of for calling the conditions through which we have been passing an "emergency." Still, the Supreme Court might decide that it is.

Any contention that the codes are unconstitutional would generally depend on three arguments:—

First—That it was illegal for Congress to delegate to the President all the extraordinary powers the code laws give him.

Personally I think there may be something in this argument, but if that is all there is to

the case, I should not expect the Supreme Court to set the codes aside.

Second—That the codes deprive business men of their property without due process of law, and deprive them of the equal protection of the laws. The "property" represented by this argument would be the right to conduct one's business as one sees fit; to fix one's own prices, to employ the number of employees one feels one needs, and to pay them such wages as may be agreed upon. That right is largely taken away by the codes and the question is—can even the government take it away under the Constitution, and more, can the government cancel a man's license, and actually put him out of business, if he refuses to obey the government's command?

If the Supreme Court decides that an emergency exists, I believe it will decide No. 2 in the government's favor. If it decides that no emergency exists I should expect the government to lose argument No. 2.

Third—That much of the code gives Congress jurisdiction over business that is done wholly within a state, where the fact is that it has jurisdiction only over business done between the states. In other words Congress has nothing to do with intrastate business, but only with interstate business. The government's reply is that a lot of business done in one sense wholly within a state affects interstate commerce directly or indirectly, and thus gives Congress jurisdiction over it.

Congress has tried this scheme of extending its powers before, and usually has failed. For instance the first child labor law provided that no products manufactured within a state by child labor could enter into interstate commerce. The Supreme Court said this was simply a ruse to control something as to which Congress had no jurisdiction, and they threw the law out. An amendment to the constitution is now going through to take care of it.

I believe that the decision on argument No. 3 depends largely on what the Supreme Court does with the emergency theory. If the court says an emergency exists, the government will probably win argument No. 3. In fact if the Supreme Court squarely decides that the New Deal acts were passed as the result of a national emergency, their constitutionality will almost certainly be upheld.

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

### Ceases Operation After Forty Years

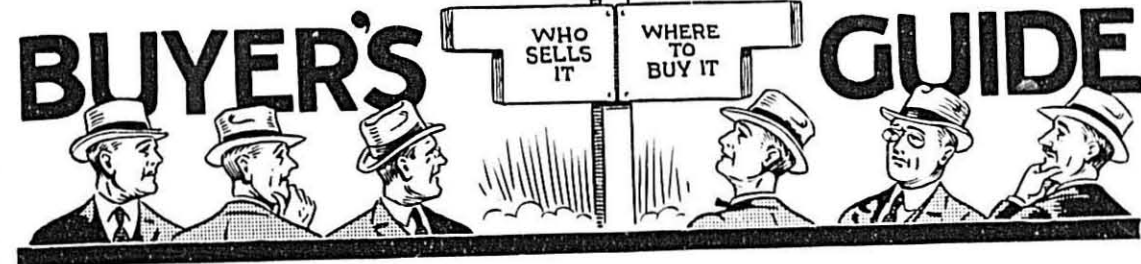
The R. DeAngelis & Company plant at 915-921 S. 7th st., Philadelphia, Pa. was closed at the end of November and will be entirely dismantled. Established over 43 years ago by Frank DeAngelis,

one of the outstanding Italian-Americans of that city who passed away Feb. 8 1929, it was at one time the leading macaroni factory on the eastern seaboard south of New York. Upon his death the business was ably managed by the widow, Mrs. Jennie M. DeAngelis, but after battling unfavorable business conditions during the depression years she and her associates were forced to the decision to permanently close down the plant and to concentrate their efforts along other business lines.

"We are closing our plant the end of November and wish to notify the National Macaroni Manufacturers association of our decision," writes Mrs. Jennie M. DeAngelis, proprietor of R. DeAngelis & Co. "Business conditions during the past few years have forced us to make this decision after having been established 43 years, and it is quite needless to say that we regret very much the fact that we must close. We sincerely hope that the Association will prosper under the new code and extend our best wishes to every member of the organization."

### Food Advisory Board Out

The Food Advisory Board composed of leaders in the food industries organized last June as an adjunct of the AAA and with the prime objective of helping to develop a supercode for the food trades resigned in a body last month. Various reasons have been given for the action but it is most generally believed that because of diverse interests of members and inability to coordinate their views with those of administration officials, the board chose to offer to serve the government officials as individuals rather than as a group. The resignation was accepted by Farm Administrator George N. Peek who accepted the proffer of individual cooperation. It is expected that the action of the advisory board will have little or no effect on the final adoption of the Master Code for the food trades that still seems to be the objective of some of the government officials and has many supporters in some food lines.



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- Patents and Trade Marks**  
The Macaroni Journal

### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registrations of trade marks applying to macaroni products. In November 1933 the following were reported by the U. S. Patent Office:

Patents granted, none.

#### TRADE MARKS REGISTERED

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

#### Golden Grain

The trade mark of Gragnano Products, Inc., San Francisco, Cal. was registered for use on spaghetti, macaroni and egg noodles. Application was filed May 12, 1933, published by the patent office Sept. 5, 1933 and in the Oct. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since March 15, 1933. The trade mark is written in heavy type.

#### TRADE MARKS APPLIED FOR

Five applications for registration of macaroni trade marks were made in November, 1933 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

#### Pantripak

The private brand trade mark of Boeger Bros. Products company, St. Louis, Mo. for use on noodles in alphabet form and other grain products. Application was filed Sept. 2, 1933 and published Nov. 21, 1933. Owner claims use since Aug. 23, 1933. Trade name is in large type.

#### Co-op

The private brand trade mark of Central

Co-operative Wholesale, Superior, Wis. for use on macaroni, spaghetti and other groceries. Application was filed June 3, 1933 and published Nov. 28, 1933. Owner claims use since December 1929. The trade mark is in heavy black type.

#### Over-Sea

The private brand trade mark of Chitty & Co., Jacksonville, Fla. for use on macaroni, spaghetti, noodles and other groceries. Application was filed July 29, 1933 and published Nov. 28, 1933. Owner claims use since Oct. 1, 1912. The trade mark consists of a long bridge over which a train is crossing over which is the trade mark written in outlined letters.

#### Ridgely

The private brand trade mark of the Ridgely Food company, New York, N. Y. for use on spaghetti (Italian style) and other groceries. Application was filed Aug. 18, 1933 and published Nov. 28, 1933. Owner claims use since Oct. 25, 1932. The trade mark is written in Old English type.

#### Joy Fong

The private brand trade mark of Lee and Lee company, New York, N. Y. for use on noodles. Application was filed Aug. 29, 1933 and published Nov. 28, 1933. Owner claims use since Sept. 1, 1932. The trade name is written in Japanese type on a Japanese lantern.

### Federal Control of Liquor Code

President Roosevelt has signed a liquor code that will control the liquor manufacturing and distributing trade pending the enactment of laws by Congress.

The code calls for rigid control by the government through the newly appointed Federal Alcohol Control Administration under the AAA. Joseph H. Choate of New York City has been appointed administrator and with his associates on the FACA will draft rules and regulations regarding prices and production.

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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. C. Drawer No. 1, Braidwood, Ill.

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Vol. XV December 15, 1933 No. 8

### Will Use Association Setups

Trade associations are recognized in the NRA as the channels through which will come the development of self government of industry and in that connection T. S. Hammond, chief of the trade association division invites trade organization assistance in carrying out the spirit and intent of the great economic undertaking.

In some codes of fair competition approved by the President, trade associations are designated as the administrative agencies of the code authority. In other codes this is modified. However, in all codes there is a clearly defined recognition and appreciation of the importance of trade associations in the broad program for industrial recovery.

From this attitude it is seen that industry through trade associations in the final analysis is charged with the responsibility of administering the code, the selfpolicing of industry and the consideration and disposal of complaints and violations. Anticipating this the Macaroni Industry included all these provisions in its proffered code and has even planned a setup for administration purposes and would have been far on its way if supervising and directing had not the food codes been delayed in their final approval by conflict of opinions and authorities of the several government bodies dealing with codes generally and with food codes particularly.

Make today, tomorrow and every day your "Safety Day."

He who begins too many things finishes nothing.



Among the millions of people from all over the country who spend their vacations in Atlantic City, the country's most famous seaside resort, few have failed to see the wonderful display of macaroni products cellophane wrapped in the DuPont exhibit in that city. The accompanying cut gives some idea of the splendor and the attractiveness of the display and emphasizes the cleanliness and keeping qualities of cellophane wrapped foods.

L. B. Steele, assistant director of sales of the DuPont Cellophane Company, Inc., well known among the macaroni manufacturers of the country, has taken a personal interest not only in obtaining a variety of products including egg noodles, macaroni, spaghetti, seashells and other fancy shapes but also in arranging the display so as to attract the attention of thousands daily.

The exhibit occupies a triple display arrangement of space and in the foreground is a large cardboard poster containing this very interesting information:

Here's HEALTH—Right through the year. Healthful delicious foods right through the year and they add tasty variety to the menu.

**MACARONI AND SPAGHETTI**  
Whether in the window, on the counter or on the shelf, show all their goodness and wholesomeness, yet are fully protected from dust and handling sealed in CELLOPHANE.

The noodle manufacturers and practically all of the manufacturers of other forms of macaroni products who have seen the display are loud in their praise not only of the exhibit but of the friendly attitude of the cellophane manufacturers in promoting and maintaining the exhibit in the world's playground.

Among the firms whose brands helped

to make up the display so far as they can be discerned from the exhibit are: Tharinger Macaroni Company, Milwaukee, Wis.; A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.; Peter Rossi & Sons, Braidwood, Ill.; V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.; Skinner Mfg. Co., Omaha, Neb.; Schneider's Egg Noodle company, Brooklyn, N. Y.; Keystone Macaroni Mfg. company, Lebanon, Pa., and Minnesota Macaroni Co., St. Paul, Minn.

### Macaroni Products

Spaghetti, macaroni, vermicelli, etc., are prepared from the hard semitranslucent varieties of wheat which are largely cultivated in the south of Europe, Algeria and other warm regions and distinguished by the Italians as "grano duro" or "grano da semolino." These wheats are rich in gluten and other nitrogenous compounds, and their preparations are more easily preserved than the soft or tender wheats of the more northern regions.

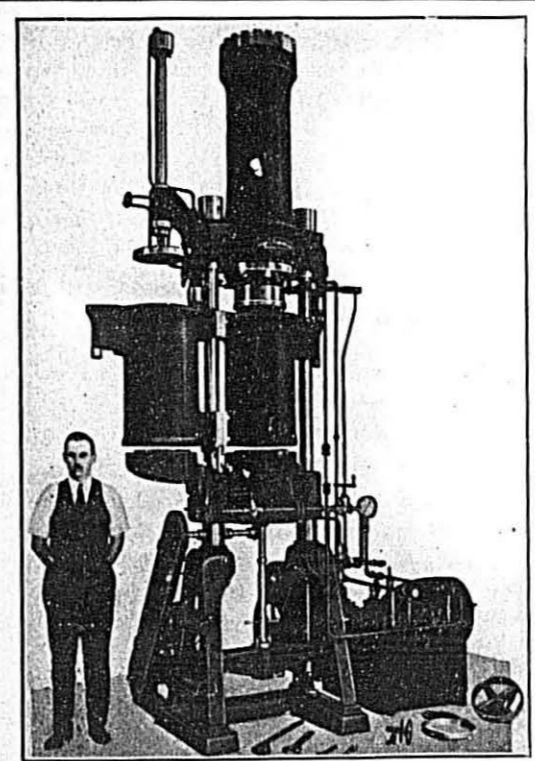
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ELEVATE

ORGANIZE  
HARMONIZE

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Local and Sectional Macaroni Clubs

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INDUSTRY

Then--  
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# PRESIDENT'S MESSAGE

## A Prophecy and a Warning!

Chicago, Illinois,  
520 No. Michigan Avenue,  
Room 1610.

Dec. 2nd, 1933.

A couple of thousand years ago the statement was made that "A prophet is not without honor save in his own country." I have taken the position of being a prophet so many times that I am beginning to wonder if I still have honor in my own country—the Macaroni Industry. Nevertheless I again venture to prophesy that we will soon have a Code. I left Washington Wednesday, November 29, to spend a couple of days in this office, with the Code cleared through the two most critical Divisions of the AAA namely the Consumers Division and the Legal Division. There is always a chance for a slip, but it is generally predicted by the Members of the Administration at Washington that the Macaroni Code will be the first real Manufacturers Code through the AAA.

NOW COMES THE WARNING: Section 3, Article 6, of the Revised Code carries the standards adopted by the Industry, the only change being the addition of the words, "The following practice constitutes an unfair method of competition—to manufacture or sell or otherwise introduce into commerce any macaroni product in violation of the provisions that . . ." (Read standards for balance of quotation).

From reports I am inclined to believe that never in the history of the industry has there been such a disregard for quality ideals as is prevalent now. Many manufacturers who have been leaders in the fight for quality are now making macaroni out of flours which in 1929 were considered hardly fit for cow feed. Artificial coloring is again appearing in noodles. There has been a letdown in the honesty of labeling. Therefore I feel it is my duty to warn every manufacturer

that the standards of quality which represent the almost unanimous wish of the industry are going to be rigidly enforced, and that it is not going to be any excuse to say that "the goods were manufactured before the Code was passed."

Our standards of quality have been given plenty of publicity. Ignorance of what those standards require can be no excuse. It is absolutely certain that any manufacturer who sells goods below these standards after the signature of the Code is subject to a fine of \$500 per day. Therefore those who have lowered their standards "because competitors are doing so," let this be a warning in advance that will save lots of hard feelings later on, because if there is anything sold after the Code goes into effect that is below the quality standards and that sale comes to the attention of Government Inspectors, there will be quick, drastic action.

I have a conference with the Enforcement Officials scheduled for Monday (Dec. 4). I have been informed that there is now an enforcement organization under the direction of the AAA set up in every one of our Regional Cities, and that the inspectors are ready to show that even though the AAA has been slow in putting through Codes, that they are prepared to enforce them, when effective.

I am not sure that this Code applies to sales made by jobbers, but if I were a manufacturer with a reputation to maintain with my jobbers or retailers, I would be very sure that they will not be subjected to the unpleasantness that will follow the finding of *below-standard-goods* in their warehouses or on their shelves.

G. G. HOSKINS  
President N. M. M. A.



Many say, "We wish inflation";

Others say, "We wish no inflation";

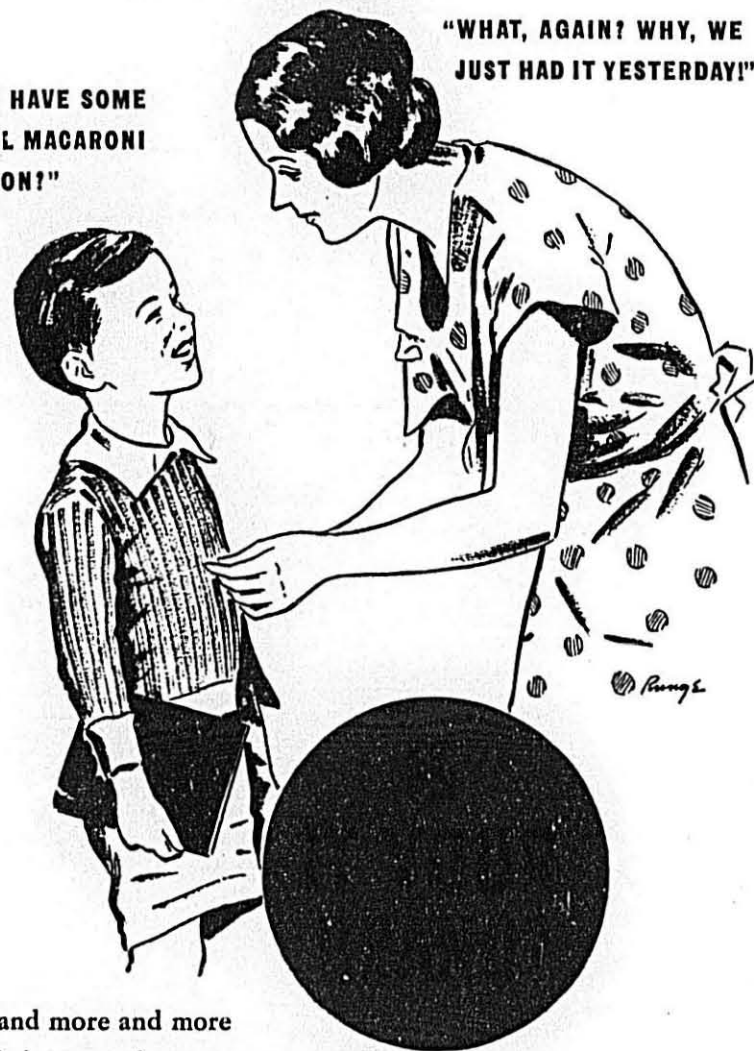
BUT

We Wish You A Merry Christmas  
And A Prosperous New Year

CLERMONT MACHINE COMPANY, INC.  
268 Wallabout Street Brooklyn, N. Y.



"SAY, MOM, CAN'T WE HAVE SOME  
MORE OF THAT SWELL MACARONI  
FOR LUNCH THIS NOON?"



"WHAT, AGAIN? WHY, WE  
JUST HAD IT YESTERDAY!"

• WHEN people demand more and more of a certain macaroni, it means just one thing—they have found a "quality" product.

Quality makes sales without selling, increases profits without increasing overhead, and builds up demand without additional advertising or sales costs.

That's why macaroni manufacturers are interested in the improved quality which Pillsbury's Best Semolina and Durum Flours create in their products.

Rich amber color, uniform strength, delicious flavor—these are the results of careful wheat selection, precision milling and constant testing in the manufacture of Pillsbury's Best Semolina and Durum Flours.

Each batch is positively proved for color, strength and taste. As a final test we make macaroni in our own plant under the same conditions as are found in commercial plants.

Why not see for yourself how easily you can obtain the quality in your product that makes more sales and bigger sales? Make a trial run of Pillsbury's Best Semolina and Durum Flours in your own plant.

PILLSBURY'S *Semolina*